

LIFE

COLLEGE CLOTHES

AUGUST 25, 1947

15

CENTS

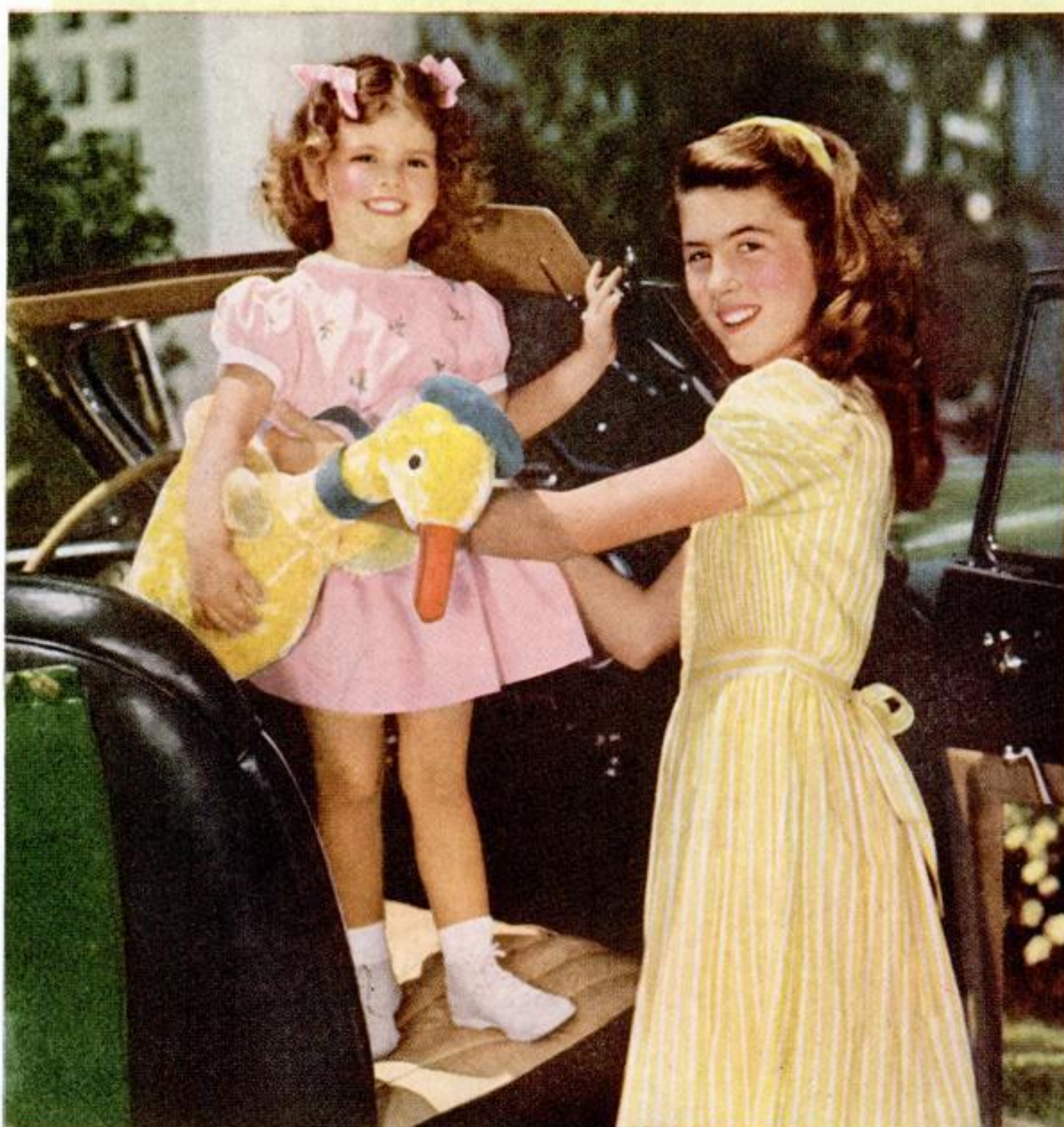
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Whose youngsters are going for a drive?

Here are the children of some well-known people... see if you can identify their parents.

1. Melinda and Stephanie are the daughters of a dark-haired screen beauty who was born in New Jersey, and first appeared on the stage with her father in a play called "Jarnegan." You probably remember her best for her roles in "Private Worlds," "The Woman in the Window" and "Scarlet Street." Her newest is "The Macomber Affair"—a Benedict Bogeaus production released through United Artists.

She now lives in Holmly Hills, Calif., with her daughters and famous producer husband, Walter Wanger. She drives a new, bright green convertible and always gets her gasoline at the "Ethyl" pump because, "If you expect your car to run its best, it's just common sense to use the best gasoline."



2. This bouncing baby girl is the pride and joy of a man who studied law, but became known to millions of radio listeners as the "Ole Professor" of the "College of Musical Knowledge." He is heard each Saturday over NBC—9:30 P.M. EDT.

Born in Rocky Mount, N. C., he was cheerleader at the University of North Carolina. His present band of twenty-five members is a far cry from the small group that toured from town to town for eight years looking for a break. Now he lives in Coldwater Canyon, Beverly Hills, Calif., where you might see him driving his gray sedan 'most any day. He uses "Ethyl" gasoline because, "I want my car to run in the groove."

3. Little Charlie's mother has made good in Hollywood by playing tough blondes in such pictures as "Murder, My Sweet," "Stagecoach" and "Johnny Angel." She started out as the leading lady of B pictures, but is now established as a top-flight A-picture star—and her newest is "Born to Kill," a feature production of RKO.

She dashes back and forth from her home in Hollywood to the studio in her car—managing to combine a successful career and motherhood. When asked if she uses "Ethyl" gasoline, she replied, "Is there any other kind? I've used 'Ethyl' so long and it runs my car so well I can't imagine using any other gasoline."



Read this to see who the famous parents are:



If you are able to name even one of these people, you are doing very well. Children rarely resemble parents closely enough for positive identification... and certainly the knowledge that papa or mama uses "Ethyl" gasoline is not much of a clue.

Today millions of car owners prefer "Ethyl" gasoline... among them the parents of the children pictured above. They are: 1. Joan Bennett 2. Kay Kyser 3. Claire Trevor.

These celebrities look for the "Ethyl" trade-mark when they buy gasoline for the same good reasons that millions of other car owners do. They want to get the most out of their cars.

So they watch for the yellow-and-black "Ethyl" emblem which oil companies place on pumps containing gasoline stepped up with "Ethyl" antiknock compound—the famous ingredient that improves performance. Ethyl Corporation, New York, N. Y.



Now at less than prewar prices—the tire that outwears prewar tires

B. F. Goodrich Silvertowns in all popular sizes now cost less than before the war. And yet they outwear prewar tires. For several months, issues of this magazine have shown, on this same page, pictures of car owners who have kept actual records of tire mileages. Others are shown above.

Typical example No. 74: 42,375 miles in taxi service! Paul A. Howell, manager of the City Cab Co. of Orlando, Fla., writes:

"We have thirty cabs in operation and several sets of B. F. Goodrich Silvertowns in service. To date we have not had a single tire failure. The mileage record on one set shows 42,375 miles, and we believe this set will go at least 50,000 before recapping. No other

tire in our experience has given us better service."

Typical example No. 69: 23,304 miles in hospital service—tires still look new! Orrie Ewart, of Port Huron, Mich., is employed by St. Clair County, and his duties consist of transporting hospital patients. He says: "B. F. Goodrich Silvertowns don't skid on wet roads like others. I've driven the set you see in the picture 23,304 miles since last December, and they appear as if they were newly purchased."

Typical example No. 57: Best tires she ever had in thirty-three years! Says Mrs. Eugene Guest of Lithonia, Georgia: "I purchased three B. F. Goodrich tires last year. When these tires were put on, the speedometer reading was 21,246. It is now

51,636, and there is a lot of good wear left in them. They are the best tires I have ever had, and I have been driving thirty-three years."

Not only do these tires cost less than before the war, but your B. F. Goodrich dealer will give you a good allowance on your old tires if they're still good enough to be used or recapped. *The B. F. Goodrich Company, Akron, Ohio.*

B.F. Goodrich
FIRST IN RUBBER

This One



K7Q2-AKU-Y359

You'd better write this word 100 times, young lady!

If you buy a dress without a "Sanforized" label, you may have a sad case of shrinkage on your hands—and figure!

So write the word "Sanforized" on your mind. And insist on *reading* it on your new fall corduroy, on *every* washable cotton dress you buy.

Only a "Sanforized" label (which means that fabrics won't shrink more than a trivial 1%) can *promise* you that the style will never shrink away, though a hundred washdays pass.



When you shop for school clothes remember....



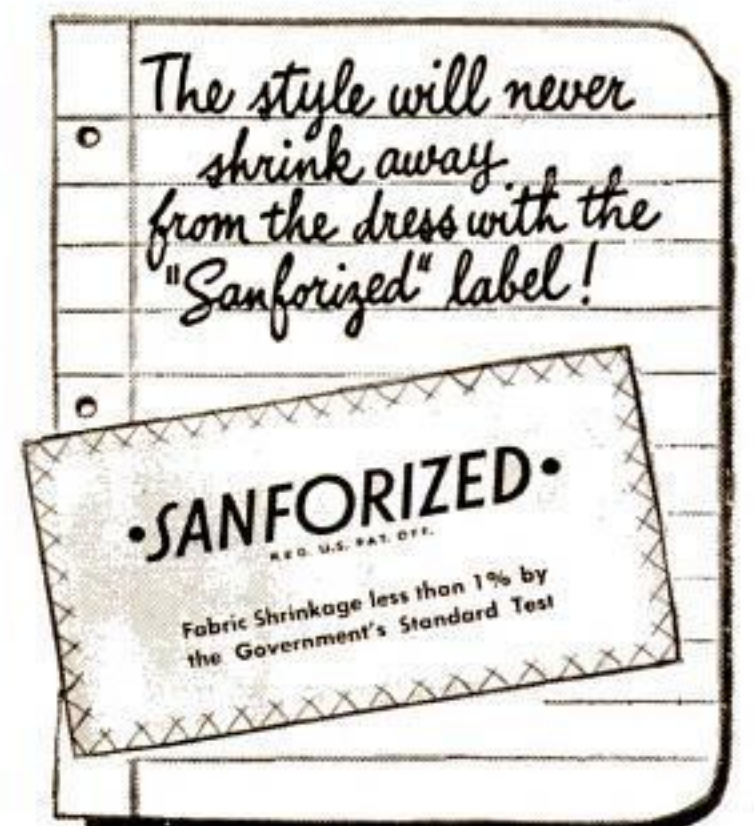
College or kindergarten, corduroy or chambray...never buy a cotton dress without a "Sanforized" label.



Only a dress tagged "Sanforized" can you toss in the tub—knowing its charms won't ever shrink away.



Every size, every price range has the "Sanforized" label. Don't ever buy a cotton dress without it!



The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owner of the trade-mark, to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.

You'll have
the news
before
the flames
are out!



Speed is a creed with newsmen. They flash the news to you as fast as it happens.

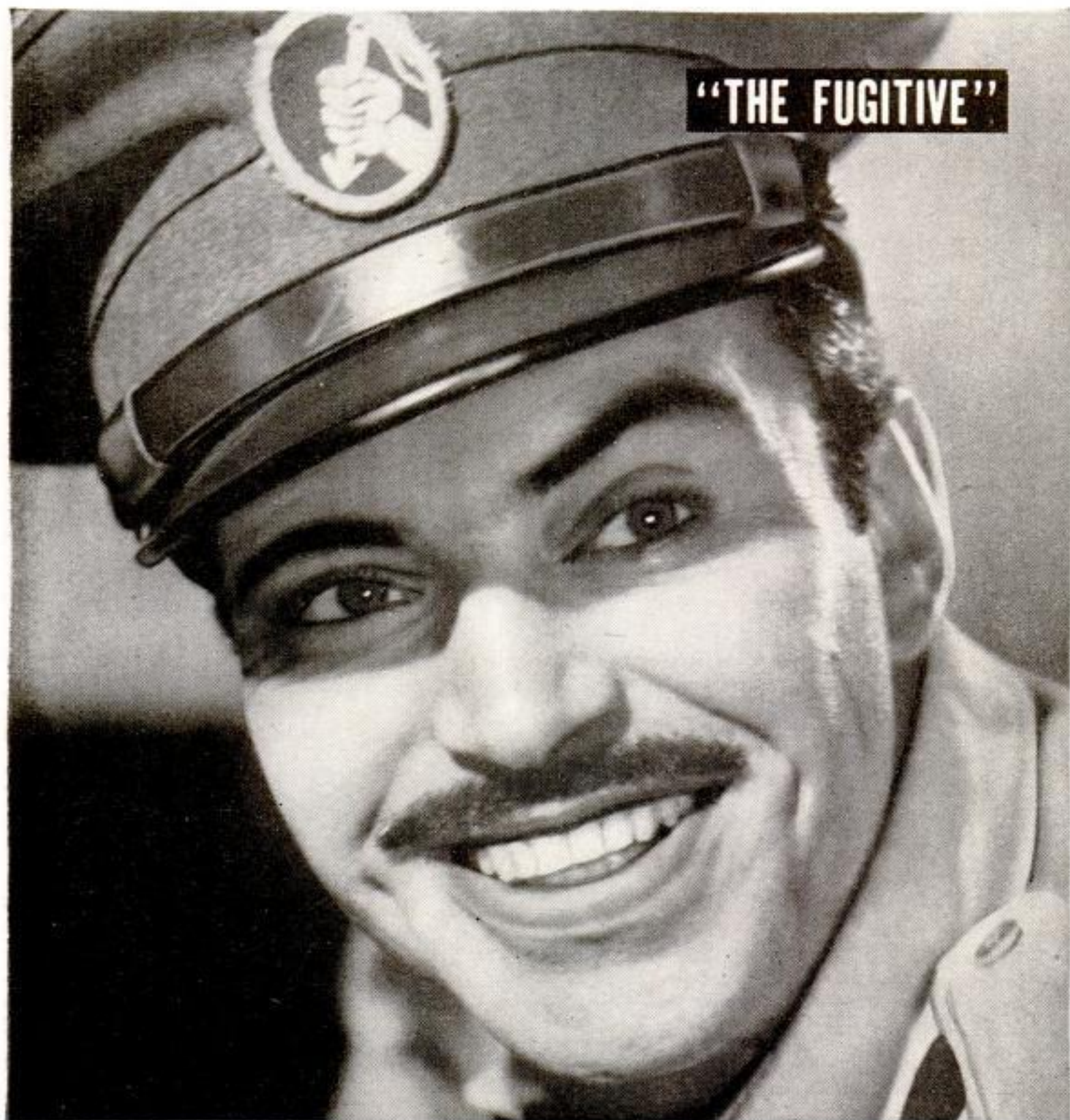
The Bell System helps make that speed possible. It provides the local, long distance and radio-telephone, telegraph, teletypewriter and wire-photo facilities over which the news is channeled to presses and microphones.

Keeping these facilities in top condition is the job of skilled telephone company technicians. They work 'round the clock and the calendar with the newsmen in order that you may have a "front-row seat" for the passing parade of world events.



BELL TELEPHONE SYSTEM

RKO's PIC-TOUR OF THE WEEK



"THE FUGITIVE"

TAKE A GOOD LOOK at dashing PEDRO ARMENDARIZ. You and your friends will be talking about him. He makes a brilliant entry into American motion pictures, co-starred with HENRY FONDA and DOLORES DEL RIO in *The Fugitive*, directed by John Ford. An Argosy picture.



"IF YOU KNEW SUSIE"

SHINING UP to shy EDDIE CANTOR is right down JOAN DAVIS' alley, as you can see here. This scene sets stage for rousing blackface sequence in RKO's *If You Knew Susie*, fast and funny musical based on the song made famous by Cantor. He sings new Hit Parade version in the film.



"TYCOON"

HOW TO MAKE LOVE requires careful planning, especially when the man is JOHN WAYNE. Here, Director Richard Wallace plots scene in RKO's *Tycoon*, and LARAINÉ DAY appears excited about work cut out for her. *Tycoon*, in Technicolor, has mighty Andes as colorful background.

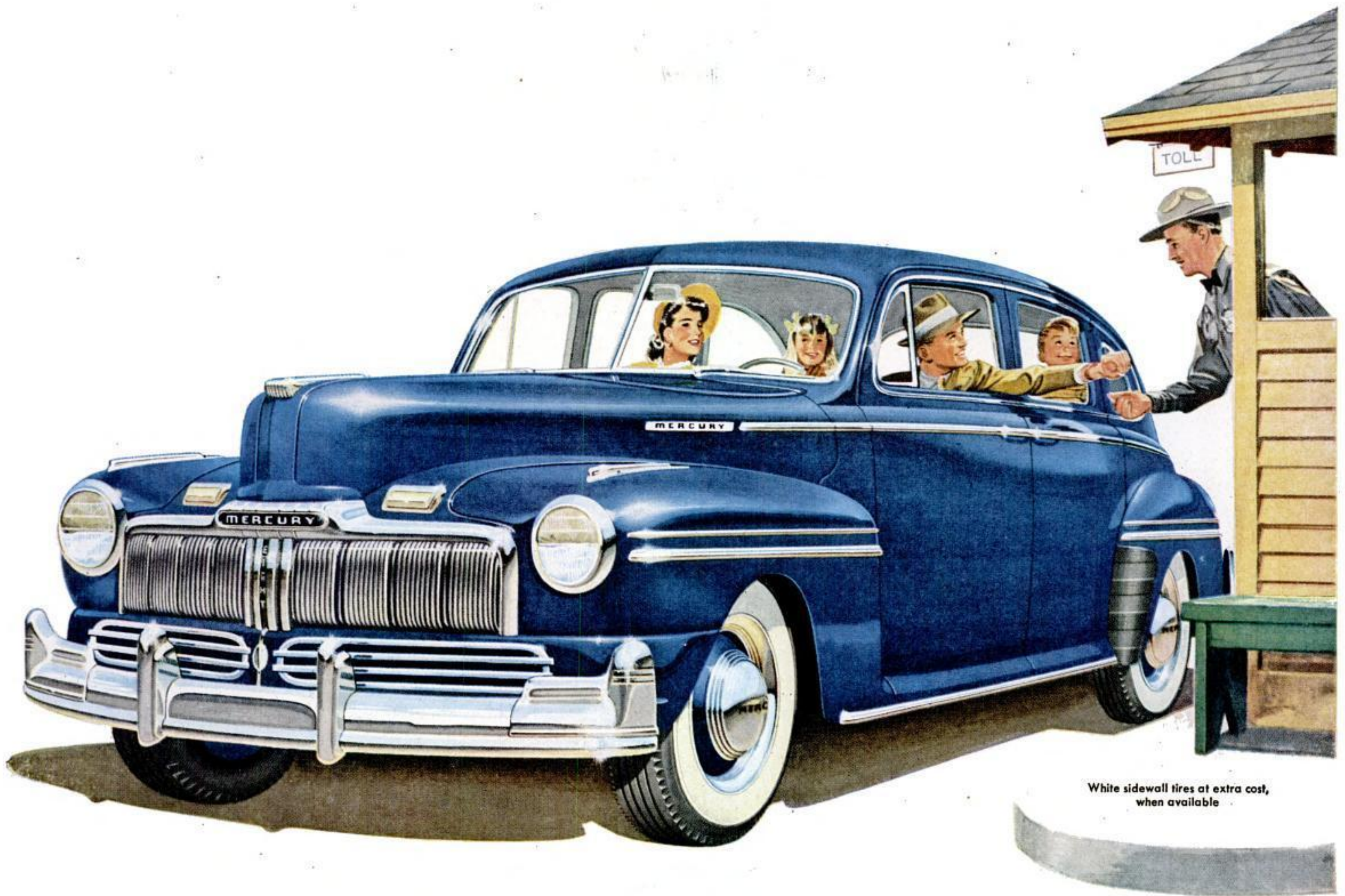


"I REMEMBER MAMA"

MILLIONS remember "Little Bank". It appeared in Reader's Digest, then in best-seller, then in Broadway stage hit. Now plays big role with IRENE DUNNE in George Stevens' production, *I Remember Mama*, co-starring BARBARA BEL GEDDES, OSCAR HOMOLKA, PHILIP DORN.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE





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precision engineering that makes the doors lock shut with a smooth, satisfying click.

But while Mercury is massive and solid—it

has horsepower to spare. Pickup that takes you ahead of the crowd—a ride that's gliding comfort all the way.



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Yes, Hollywood stars, young and old, go for this stimulating new blend of natural mint flavors . . . Discovered after two full years of laboratory research by our master craftsmen. Warrens MINT COCKTAIL Chewing Gum combines in ONE secret formula all the natural mint flavors that are popular favorites.

Buy a pack today and see if you don't agree with little Margaret O'Brien and other famous personalities of the silver screen. Just ask for MINT COCKTAIL.

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IT'S SMART TO CHOOSE WHAT HOLLYWOOD CHEWS!



IN 5th GRADE NOW, at the studio school, Margaret O'Brien treats her classmates to the new MINT COCKTAIL Gum. It's a favorite after-school treat for the young Thespians who learn the three R's with Margaret. They like MINT COCKTAIL because it tastes so *different* from the old kinds of gum. It's got a *new, bright, peppy* taste everybody goes for!



MARGARET O'BRIEN GETS AROUND a great deal for such a busy young lady. And like other great stars, Margaret has discovered that MINT COCKTAIL Chewing Gum is an "honest-and-truly sensation" in Hollywood right now. A visit to any of the studio commissaries will show how many of those attractive green-and-red-and-white packages of MINT COCKTAIL are being sold.



Mint Cocktail Gum The NEW...the BREATHTAKING
...the ONE and ONLY

LETTERS TO THE EDITORS

TWINS

Sirs:

There is something genuinely alarming about your picture story of the Bounds twins (*LIFE*, Aug. 4). From perusing it one feels one sees more twins than two. The girls and the boys all seem one another's woefully identical twin. Just as their names hardly range beyond Jimmy and Bill, the boys' looks and biographical data show little divergence from the pattern of "football, cars, chicks, Texas or Oklahoma A. & M."

The girls sport the same coiffures, same fashions, same boyfriends and the same vacuous expressions. The Bounds twins even share each other's beaux as they might their wardrobe, a peculiarly nauseous form of polyandry. Nor do the boys appear to have any preferences. Twin equals twin, a Betty equals a Barbara. There are only two things lacking in these pictures: something intelligent and something different, but in this case the two would be identical.

Individualism is dead, long live twindividualism!

JOHN IVAN SIMON

New York, N.Y.

Sirs:

You persist in depicting our teenager as carefree, milk-raised and stupid—a combination that would drive a fellow to the three devils.

The average American fellow in the upper teens takes a girl out once a week, blows his allowance on her and is forced to listen to an incomprehensible assortment of boasts of other boyfriends, her hatred of school and adoration of Frankie, but the culmination of the evening and the agreed reward for a sawbuck gone to dust is that quick good-night peck, poorly imitated from Hollywood movies.

Aren't there any girls who can talk intelligently and don't have an infinite number of devious ways to draw money out of their escorts?

FREDERICK CAAN

New York, N.Y.

Sirs:

I am a recent 17-year-old high-school graduate, and although I enjoyed your article on the Tulsa twins I believe that you did not quite give a clear picture of a teen-ager's world. Of course in their proper place boys and parties are lots of fun, and we love 'em and have our share of 'em. But most of us are also interested in world problems, politics, good music and worth-while literature. Many of my friends have read more widely

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than a number of supposedly intelligent adults whom I know.

SANDRA MICHELS

Rochester, N.Y.

SOIL

Sirs:

Congratulations on your fine editorial, "The U.S. Soil" (*LIFE*, Aug. 4). High time that a magazine of your editorial importance recognized the significance of the story that Russell Lord, Chester Davis and the other Friends of the Land have been telling in their journal, *The Land*. Your photographic essay of several weeks back told what happened to the great Maya cities when their agriculture failed (*LIFE*, June 30). The land and agriculture are just as important today.

J. P. CHAMBERLAIN

New Canaan, Conn.

Sirs:

... I was also glad indeed to note your reference to the Soil Conservation Service as "the Department of Agriculture's most useful (and just about most inexpensive) service." We have prided ourselves on the low per-acre cost of getting conservation on the land where it counts and we're happy to see it recognized.

J. C. DYKES

Washington, D.C.

Sirs:

I have heard many favorable comments on this editorial. However, may I call your attention to the fact that foundation for the Soil Conservation Service was laid by a Republican administration, not by the New Deal. Soil Conservation Experiment Stations, authorized by a Republican Congress in 1928, began to discover the methods of erosion control and water conservation which the Soil Conservation Service is now helping farmers to use. The same man, Hugh Bennett, was in charge of the work then and he is now.

E. C. McARTHUR

Gaffney, S. C.

VENICE

Sirs:

For goodness sake, how many more of those awful "History of Western Culture" are you going to print? I think they are horrible! Who cares about 1500? This is 1947!

BETSY NIPPER

Raleigh, N.C.

Sirs:

Congratulations for "The Glory of Venice" (*LIFE*, Aug. 4).

One need not look back to the Elizabethan era for pure, illuminative English when *LIFE* publishes such articles.

FRED G. AULSBROOK

St. Petersburg, Fla.

Sirs:

In your article, "The Glory of Venice," you quote Shakespeare's lines on the dignity of man, "What a piece of work is a man," etc., as epitomizing the exultant cry of Renaissance man. As a matter of fact the entire passage, far from being a challenge to medieval thinkers, is virtually out of St. Thomas Aquinas and the Schoolmen. Shakespeare's lines define the position of man in the chain of being that extends up to God like a gigantic ladder whose rungs are minerals, plants, beasts, men and angels. Man, a compound of body and soul, is the link between the world of sense and the world of spirit, the highest in the

Now - a Toaster
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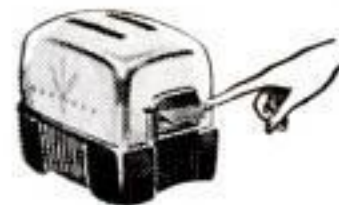
New General Electric Automatic pops toast up—or
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A warming-oven inside your toaster!



Your toast will keep hot and crisp till you're ready for it... or "pop up" when done. This General Electric wonder gives you your choice!

So quick to clean!



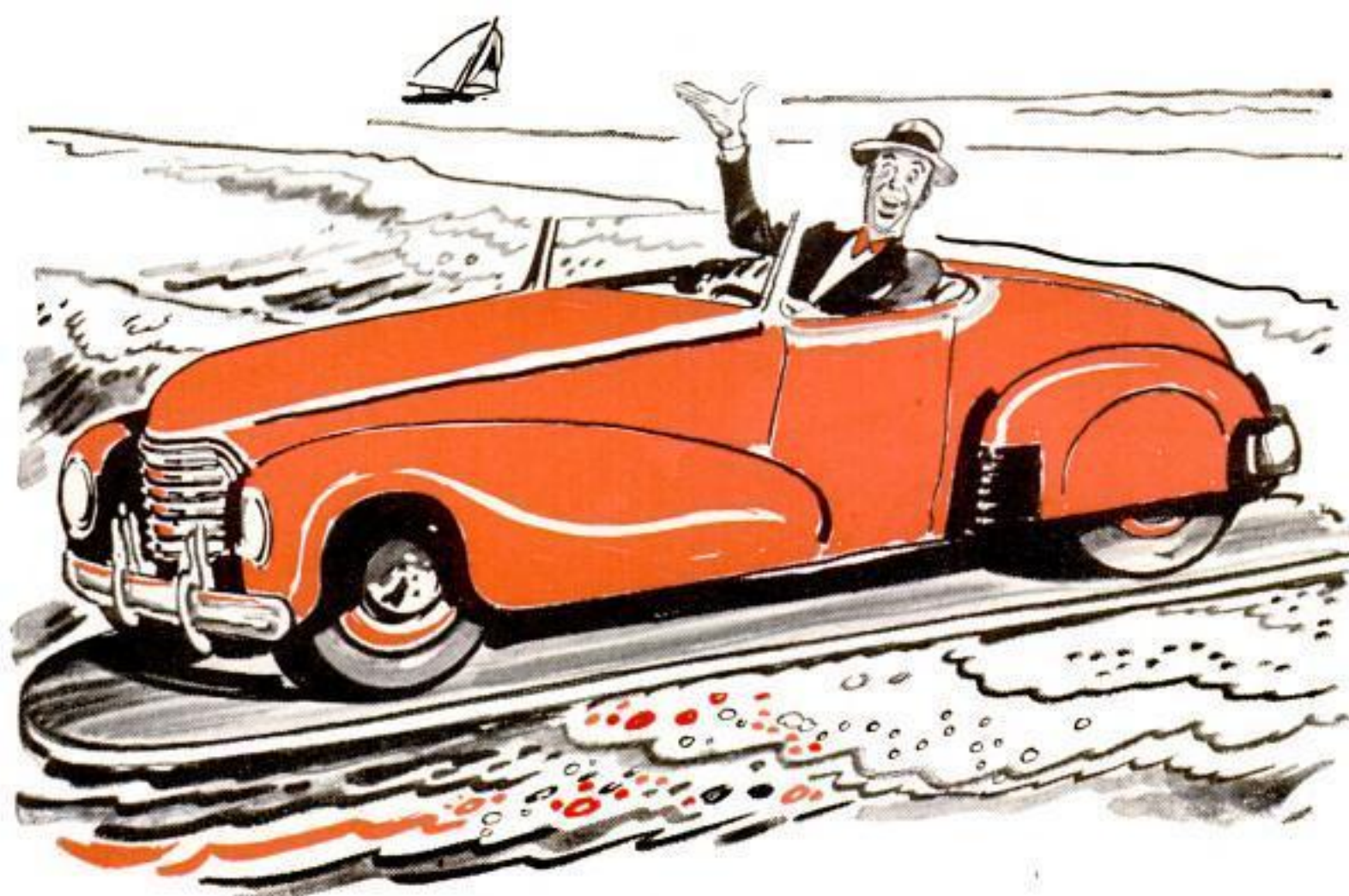
This General Electric Toaster has a Snap-in Crumb Tray for cleaning that's quick and easy! The tray snaps in and out... can be wiped clean in 10 seconds! General Electric Company, Bridgeport 2, Conn.

GENERAL  ELECTRIC

CONTINUED ON NEXT PAGE



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LETTERS TO THE EDITORS

CONTINUED

order of animality and the lowest in the order of intelligence. Shakespeare thus places man on the traditional rung of the cosmic ladder of being—between the beasts and the angels. "It is," to quote E. M. W. Tillyard, "what the theologians had been saying for centuries."

I. J. SEMPER

Dubuque, Iowa

Sirs:

Veronese, Giorgione and Titian, although truthfully portraying the female form, were simultaneously paying the feminine sex a magnificent compliment. The artists' combinations



16TH CENTURY



20TH CENTURY*

of rich color, understanding of texture and light make the reclining classic beauties very desirable objects of admiration.

Merely by contrast, compare today's American girl to the fleshy ladies of the Renaissance. She of the 20th Century is suggestive but in a superficial and unnatural manner. Our version of pulchritude seems to be an emaciated, artificially feminine girl. Anyone will agree that clothes become the woman, but is it necessary to have the woman in those clothes nothing but an angular shape?

REBECCA C. PENNIMAN

Boston, Mass.

Sirs:

You caption the great Stieglitz' photograph of a Venetian canal rhapsodically: "The Romantic City . . . the romance is still everywhere . . . shimmering."

*Winona Jean Smith, "Miss Brevity" Contestant of 1947

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It helps regularity



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CONTINUED ON PAGE 10



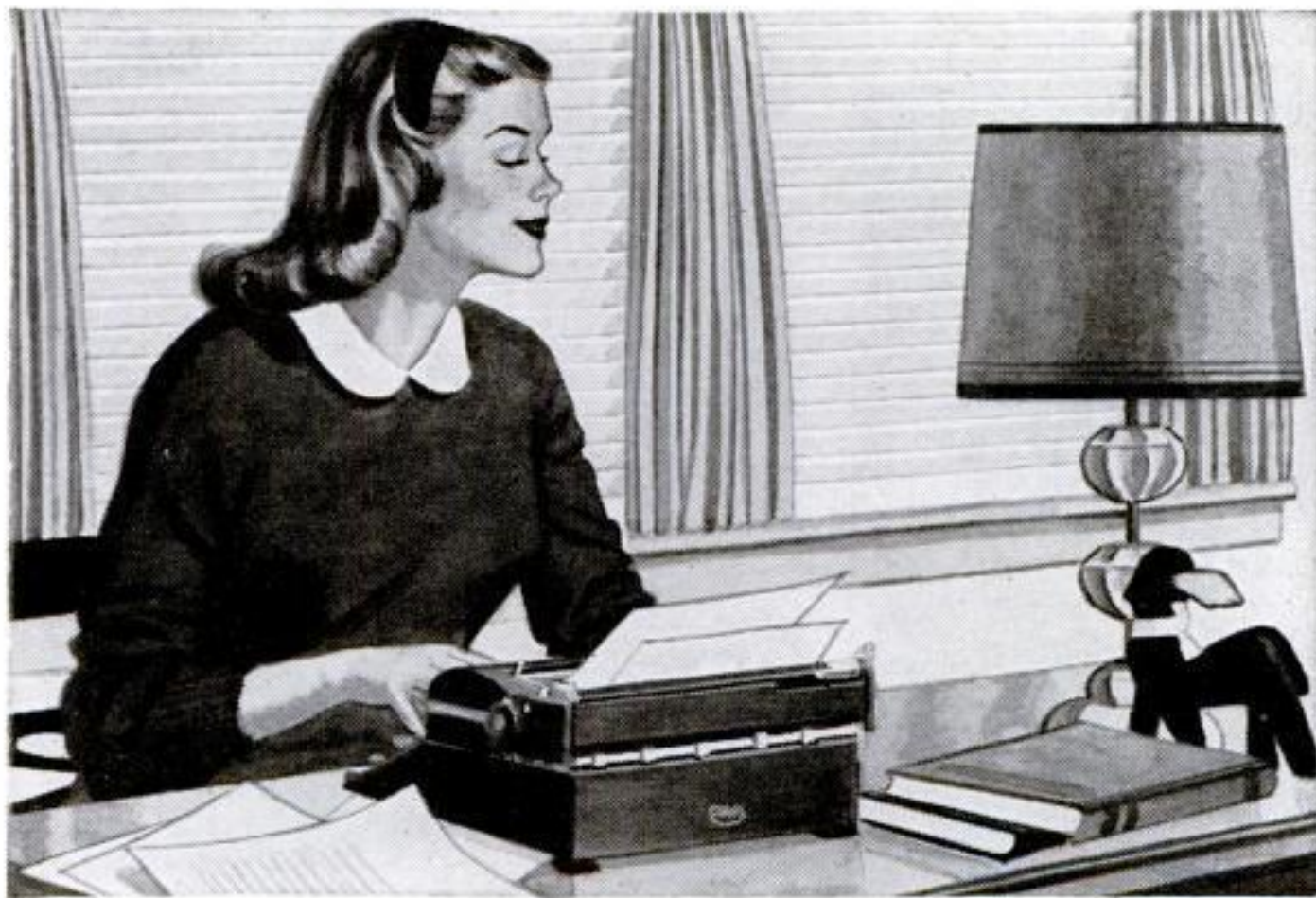
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LETTERS TO THE EDITORS

CONTINUED

mering waters... gliding gondolas." Venice never was like that when I visited the city. The last time I was there the Duce in his funny, square, tasseled cap was the head organ-grinder of Italy, and poor little Victor Emmanuel in a uniform a few sizes too large with a chain around his neck was his monkey. True, the Duce made the trains run on time but did nothing to beautify Venice.

The city looked dirty and dilapidated in daytime and dismal and dead at night. The canal water was mostly stagnant, of dark-green or muddy-gray color, with bits of dumped garbage and filth sluggishly floating around. And the stench by day or night was worse than that I had the misfortune to experience even in Port Said. As to the "gliding gondolas," I thought Cairo taxi drivers were the past masters in gypping; compared to the fierce-looking swarthy gents who push Venetian gondolas, the Cairo men were saints. I remember once being stalled in the middle of the Grand Canal, not far from Rialto by my gondolier, who demanded 100 lire more than his agreed fare before he would take me to my destination....

Talk about St. Mark's Square! The paved piazza of that monstrosity was literally covered with the excrement of hundreds of pigeons, and during my many visits to Venice nobody ever took the trouble to clean up the mess. The Romantic City? It might have been in the 16th or 17th Centuries. In the 20th it was worse looking and worse smelling than some of the Burmese villages with their vegetation-banked waterways.

MICHAEL YOUNG

New York, N.Y.

Sirs:

It is of interest to note that Marco Polo's famed book on his travels was actually written by a writer named Rusticiano. The book was originally in French, a language Marco Polo could not read, so actually Polo never read the book.

Rusticiano was a jailmate of Polo, and it was from the stories that he heard from Polo that he later composed the tales of the wonders of the East.

JOHN DOS REIS FONSECA

Cambridge, Mass.

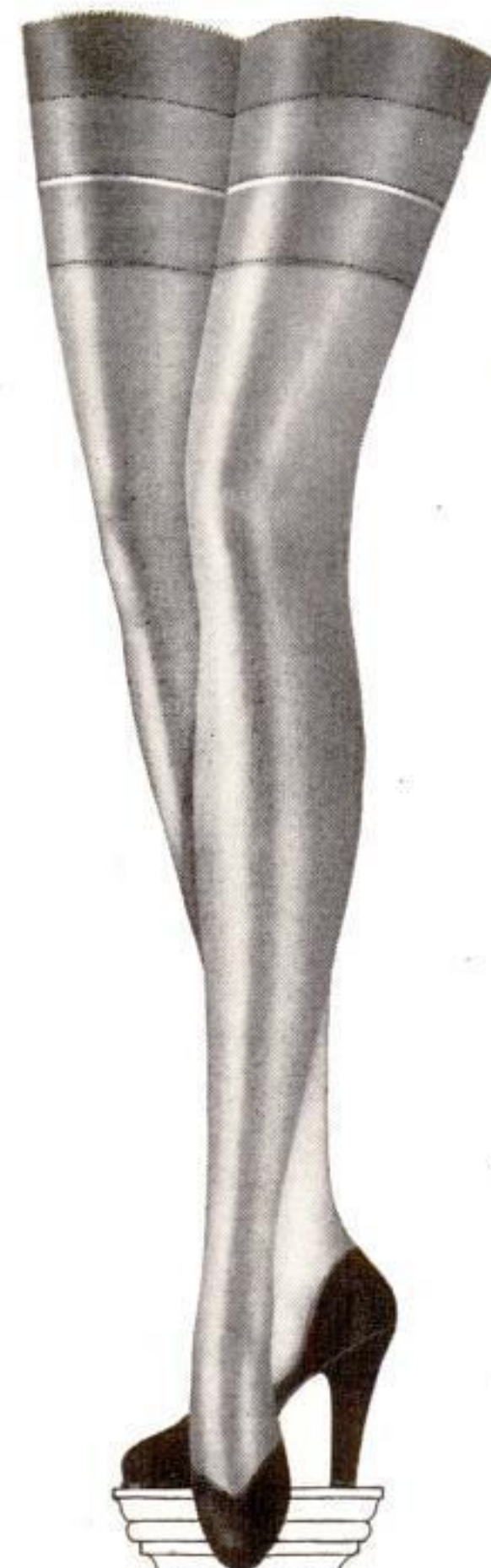
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ON A PEDESTAL



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"It's a *BOY*!"

BOOMED ELMER, THE BULL

"YES, SIR! Yes, sir!" beamed Elmer. "I'm a father! It's a boy! I have a son to carry on in his old man's hoofsteps!"

"Daddy," teased Beulah, "will Mother like the baby following in your hoofsteps?"

"Haw! Haw!" chortled Elmer.

"You're getting more like your mother every day. Great girl, your mother! Giving me a pal I can go fishing and hunting with. A pal—"

"Don't be utterly juvenile, Daddy-dear," laughed Beulah. "Babies don't go hunting and fishing. They just cry and gurgle and drink tanks of milk for months."

"My son," boasted Elmer, "will get over that in no time!"

"Oh, but he shouldn't, Daddy!" cried Beulah. "Milk is wonderful for everyone—babies, grownups,



and in-betweeners. And I do mean Borden's Milk. Mother said so!"

"Even on this, the happiest day of my life," moaned Elmer, "they can't forget Borden's and Borden's Milk."

"And you shouldn't," seriously said Beulah. "Today's a real strain on you, and you'll need lots of extra nourishment. And Mother says that drinking more milk with meals and eating more foods made with milk is one of the most wonderful and economical ways of getting extra nourishment! She says, penny for penny, your best food buy is milk—Borden's, of course!"

"Hear! Hear!" bellowed Elmer. "Beulah, you're smart as a tack. You should have been a boy, too."

"But I definitely don't want to be a boy," protested Beulah. "Mother would have no one to take her part."

"Your mother," grinned Elmer, "can take care of herself. Why, every time I realize I'm the father of a son, I could bellow with joy!"



"You're doing fine, Daddy," giggled Beulah, "even if the baby does look more like Grampa than you."

"He does NOT!" roared Elmer. "He's the spittin' image of me! And is he cute! Did you notice his grin?"

"Yes," answered Beulah. "It's so utterly like Mother's when someone praises Borden's new 'n wonderful Cheese 'n Bacon Cocktail Spread."

"Daughter, please!" begged Elmer. "One saleswoman in the family is enough!"

"But, Daddy," said Beulah, "Mother told me to carry on. And what's a better way than telling folks about Borden's Fine Cheeses? This new Cheese 'n Bacon Spread is a grand combination of aged Cheddar cheese and bits of crisp broiled bacon. Perfect for sandwiches, grand spread on crackers."

"STOP before you talk yourself out!" commanded Elmer. "Haven't you anything to say about my son?"



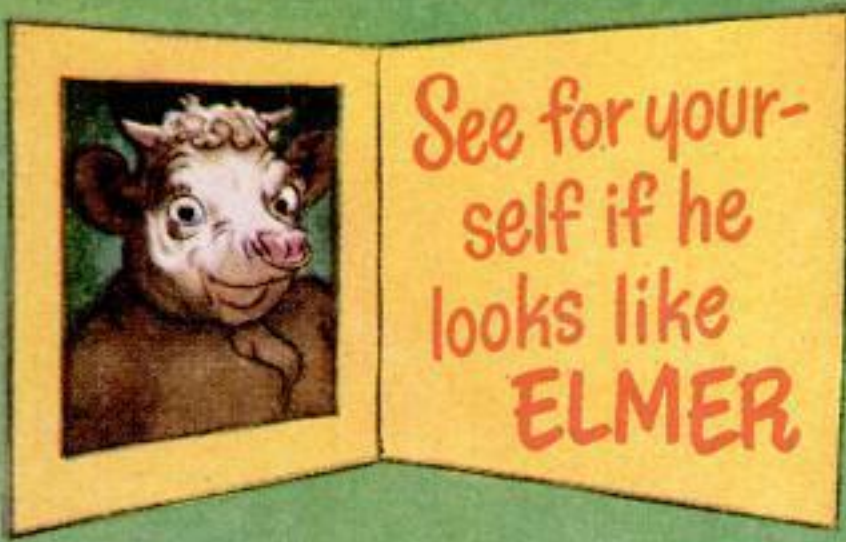
"Son, son!" mimicked Beulah. "Daddy, what's his name going to be?"

"Name? Name?" puzzled Elmer. "Say, you're right, Daughter—a name! But it'll have to be a dog-goned good name for my son."

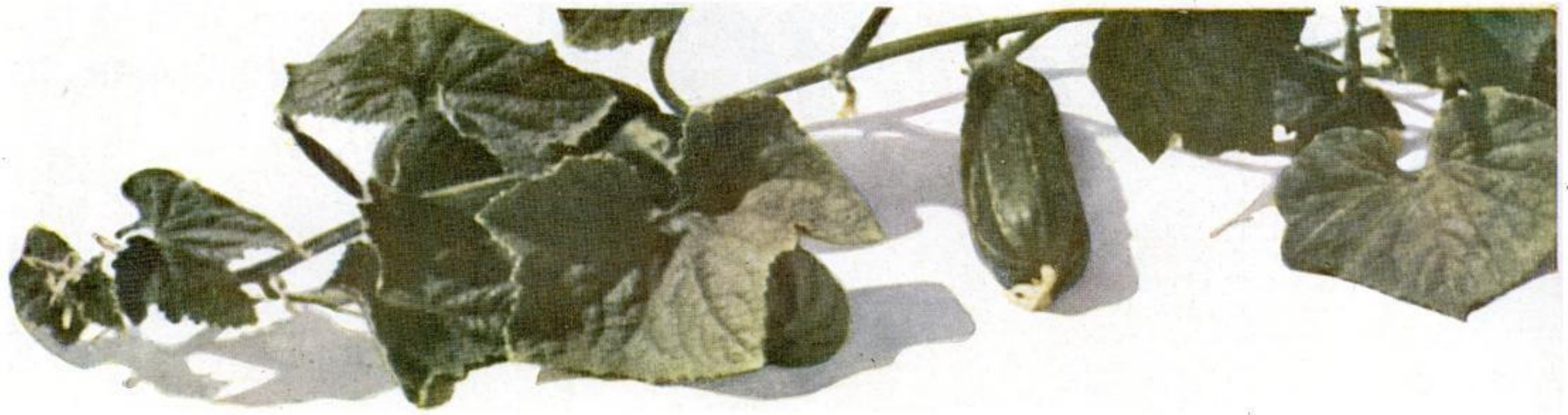
"Oh," giggled Beulah, "Mother will see to that. She says—if it's Borden's, it's GOT to be good!"



Watch the September magazines for the 1st Color Pictures of Elsie and Elmer's baby!



© The Borden Company



Nature puts the flavor *IN...*

Take the lowly pickle, and be it gherkin or cucumber, it's not much to eat without *salt*, is it? Cool, pure Morton's Salt promotes that delicate, bland flavor into a real punch of appetite appeal. And the fresh, crisp goodness of every other garden vegetable also owes much to the way Morton's Salt makes food

flavors flourish. Sure, safe and convenient, Morton's Salt costs only pennies and is so good it is preferred by more people than any other brand. Always say Morton's when you want salt in a truly handy, spout-fitted package. Always say Morton's when you want full flavor from food.

YOUR GROCER features Morton's Salt because he wants you to get all the flavor you pay for. At this time of year he probably is suggesting you buy extra salt for home canning, pickling, and preserving. Look for Morton's displays.



PLAIN OR IODIZED

When it rains it pours



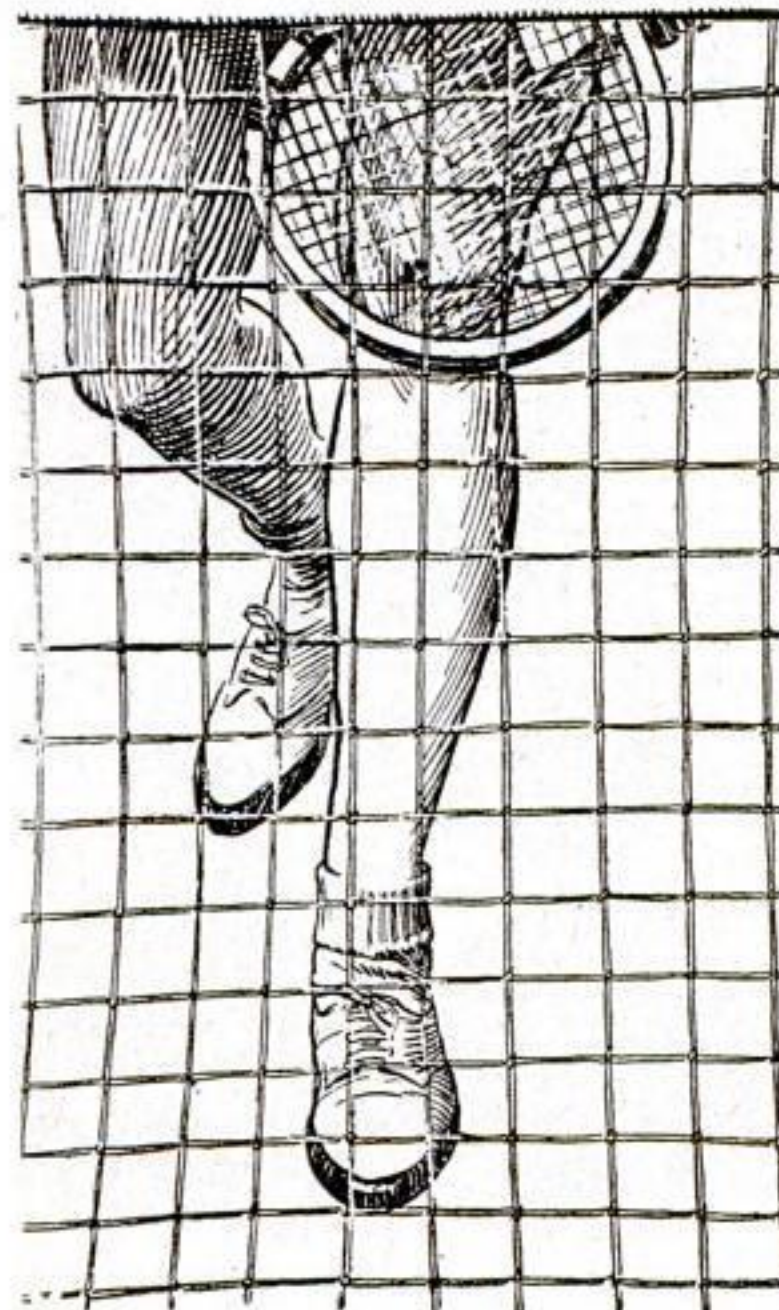
Beech-Nut GUM



Everywhere it goes the assurance of Beech-Nut for fine flavor goes with it



Those who take active part in sport, as well as those who just watch, enjoy the refreshing flavor of BEECH-NUT GUM.



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PROVED!

Claims and promises aside—
here's actual *proof* that no matter
how you shave now, the Palmolive
Brushless Shave Cream Way means
smoother, more comfortable
shaves for three men out of four!

Beards Easier to cut

—said **79%**

Closer Shaves

—said **69%**

Less Razor Pull

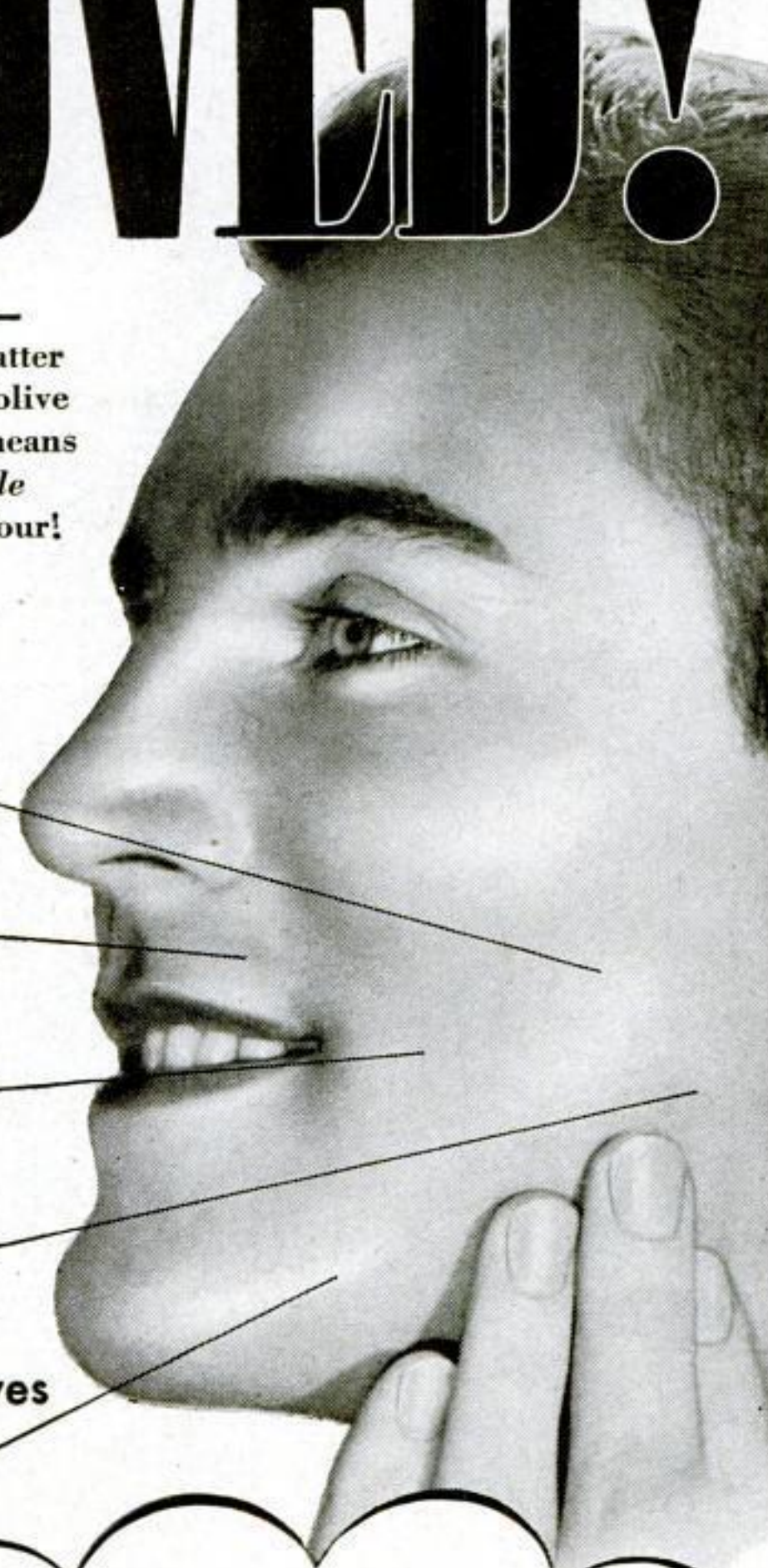
—said **75%**

Smoother Feeling Skin

—said **82%**

Smoother,
More Comfortable Shaves

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**Smoother, More
Comfortable Shaves for
3 Men out of Every 4**

Only PALMOLIVE Brushless Shave Cream Offers You This Proof!

Yes, it's been proved! Proved beyond
mere claims and promises—proved in test
after test on all kinds of beards! For 1297
men tried the Palmolive Brushless Way
to Shave. You can see the results above!
Actually, 3 out of 4 men tested reported
smoother, more comfortable shaves.
Regardless of how they shaved before!

Look! Here's All You Do!



1. Wash your face with soap and water! Rinse!
 2. Soap face again. Do not rinse!
 3. Apply Palmolive Brushless Shave Cream immediately, smoothing it upward into beard.
- This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then shave!*



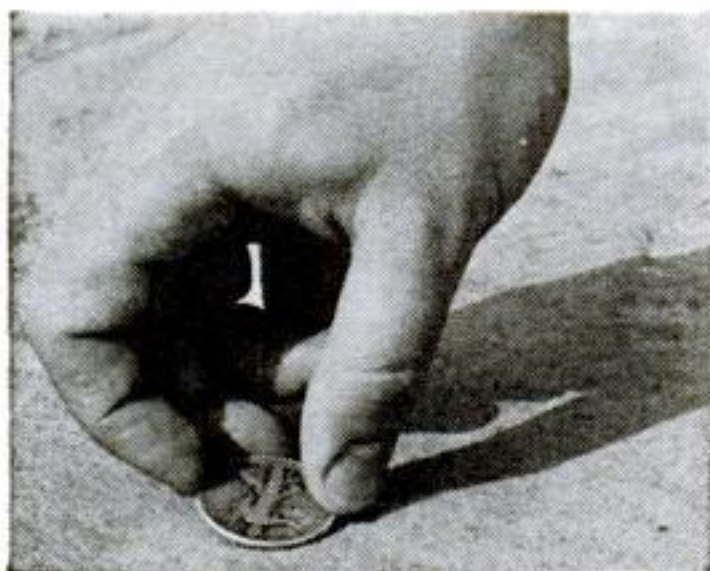
Get a Giant Tube
or Big 9-oz. Jar Today!



PEDESTRIAN SPOTS THE PLANTED COIN, HIDES IT WITH HIS FOOT



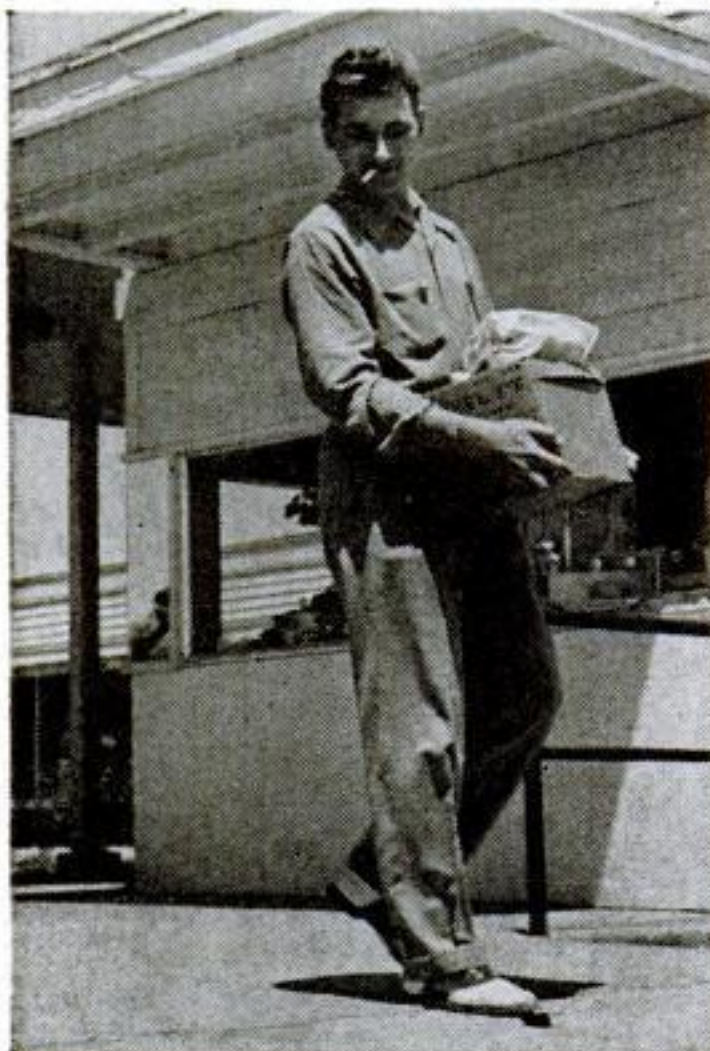
THEN STEALTHILY HE REACHES DOWN TO SEE IF THE COIN IS REAL



THE HALF DOLLAR IS PLANTED

SPEAKING OF PICTURES...

... PEDESTRIANS SCRAMBLE FOR A PLANTED COIN



A BOX-CARRIER instantly spots the coin, decides it is a fake and passes on.



AN OVERBURDENED MALE manages to nab it without dropping anything.



SMILING SHOPPER puts none of her packages down yet still secures the prize.



STIFF-JOINTED RETRIEVER gets the booty without even bending his knees.



AMONG HURRYING PEDESTRIANS, A LITTLE GIRL SPOTS THE COIN



THEN, ECSTATIC OVER HER FIND, SHE RACES TO TELL HER MOTHER

The stooping, kneeling, preoccupied people on these pages have all just found a half dollar on the pavement. Their varying reactions of joy and stealth are faithfully recorded in candid photographs taken by the man who planted the coins there. The scene: a busy sidewalk in Oak Ridge, Tenn., home of the atomic bomb; the photographer: Dick Wolters, a curious ex-research chemist. For two days Wolters stood near the sidewalk with his camera screened by two friends who stepped quickly aside when anyone stooped for his bait. The women, Wolters found, were wonderful. Far quicker at spotting the coin than men, they swooped down like sea gulls after fish. Suspicious males (*opposite page, top*) invariably tested the coin before trying to pocket it. Some even fought over it

(p. 16). Happily astounded children (*above, right*) ran screaming to their mothers. Almost nobody allowed staggering armloads (*below*) to hinder their stabs at something for nothing.

But Wolters, no man to throw money away in the interest of science, ran into serious trouble when he tried to get his half dollars back. After each shot he would step forward and doggedly demand the coin's return. This instantly touched off some powder kegs. Some men merely glared and walked off with the coin although many docilely gave it up. In righteous wrath women wanted to have him arrested. One pitched the coin in his face. But Wolters lost only \$5.50. (Inflationary note: when nickels were planted, most passers-by ignored them.)



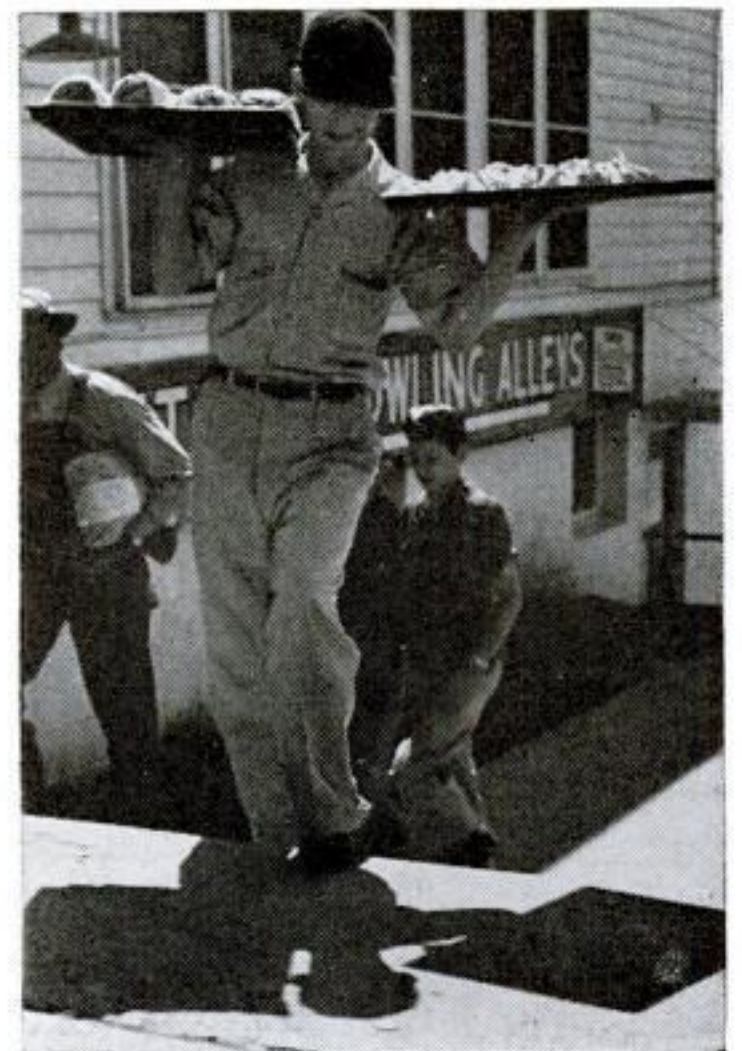
BALANCING GROCERIES precariously on one hand, shopper eases to coin level.



A BLOB OF BUBBLE GUM fails to interfere with boy's examination of coin.



A WELL-LADEN MATRON shifts some bundles for stooping, still has terrible time.



A FRUSTRATED PIEMAN sees coin but can do nothing about picking it up.



Florsheim Quality

**FINER
ALL WAYS**



AND ALWAYS



Florsheim shoes are made *just so*

for the woman who insists on quality

down to the last detail.

Finer all ways and always—crafted in the quality tradition

of Florsheim—

makers of The Most Walked-About Shoes in America.

Illustrated: The Damascus, The Petal Step-in, The Suave.

THE FLORSHEIM SHOE COMPANY • CHICAGO

Makers of fine shoes for men and women

SPEAKING OF PICTURES

CONTINUED



A STRUGGLE ensues when two young men get into a hot argument over which saw the coin first. Nobody got hurt but the man at left kept the loot.



A PUZZLED COLLIE studies the coin intently for a short time. Since he obviously had no need for it he sniffed briefly and disdainfully walked away.

To guard the peace of these sun-swept hills



THAT is the role of the red-blooded men who serve in the National Guard. It's an historic role—the most significant in this proud organization's long and illustrious history.

The new National Guard's 27 divisions and 27 air groups, superbly equipped and highly trained, will be America's M-Day force of citizen soldiers. Standing shoulder to shoulder with the Regular Army, they will be a stabilizing influence in a restless world.

Famous regiments, with unit histories older

than the nation itself, are reorganizing daily under National Guard banners to resume their peacetime mission. Young men from every walk of life are joining up, men who measure up to high physical and mental standards.

These men will be the leaders of business and industry in the days and years to come. For service in the new National Guard teaches them the principles of leadership and gives them a chance to learn valuable skills that will serve them well in civilian life.

The National Guard needs many virile, alert young men to help it guard the peace. It offers a full day's pay at new high Regular Army rates for one night each week of Armory training and for each day of summer field exercises.

★ Listen to the "National Guard Assembly," with Paul Whiteman, Wednesdays, 8:30 P.M., EDST, ABC Network.

Many employers recognize that National Guard training helps make better employees. They further the National Guard's mission by granting their Guardsmen-employees time off for summer field training without sacrifice of income or vacation period. "Your National Guard helps guard the peace."

For full information about the new National Guard, contact the officers of your local unit, or write the Adjutant General in the capital city of your state.

The National Guard

☆ ☆ ☆ **OF THE UNITED STATES** ☆ ☆ ☆

"I'm crazy about
the new Cashmere Bouquet
Beau Cake
with make-up sponge right
in the case!"

—says charming

*Ginny
Simms*



"Hurrah for BEAU
CAKE! Thanks to self-
contained sponge—my
handbag stays neat."

"Takes just a few
seconds, with BEAU
CAKE to give your skin
satin-smooth cake
make-up."



All Hollywood's raving about the exciting new cake
make-up—Cashmere Bouquet Beau Cake. Each stunning compact
contains its own dainty sponge, snug in a moisture-proof compartment. To quote
glamorous Ginny Simms: "No hunting around my handbag for a wad of
cotton. The make-up sponge in my Beau Cake is *always* ready for use." Cashmere
Bouquet Beau Cake imparts glowing young color to your skin; its gorgeous, silken finish
lasts for hours; hides tiny blemishes. Every time you use Cashmere Bouquet
Beau Cake you'll rave over its clever convenience.

Cashmere Bouquet
Beau Cake \$1.50
PLUS TAX

Gay new cake make-up with sponge compartment right in the case

LIFE'S REPORTS



IN PRAGUE, JAN MASARYK OFTEN WORKS IN BED, USES TWO TELEPHONES

BAD CONNECTION

This is the transcript of a telephone conversation between Jan Masaryk, foreign minister of Czechoslovakia, and Martin Agronsky, correspondent of the American Broadcasting Company. Mr. Masaryk was in Moscow, Mr. Agronsky in Washington. The transcript was first published in the liberal weekly, *The New Leader*.

Mr. Masaryk is generally regarded as the leader of the political forces in his country which are friendly to the Western powers. On July 8 the Czechoslovak cabinet had accepted the Anglo-French invitation to attend the Paris Conference on the Marshall Plan for U.S. aid to Europe. On July 9 Masaryk and Czechoslovakia's Communist Premier Gottwald had suddenly gone to Moscow at the summons of Stalin. July 10, on orders from Gottwald and Masaryk, the Czech cabinet withdrew its acceptance of the invitation to Paris. It was during Masaryk's painful visit to Moscow that Mr. Agronsky attempted to interview him by telephone.

AGRONSKY: Is that Mr. Masaryk? Mr. Masaryk, do you hear me?

MASARYK: I can hear you.

AGRONSKY: Mr. Masaryk, I am calling you . . . in connection with the Paris economic conference. I would like . . . [cut]. Everyone in the U.S. is interested to know the Czechoslovak government's reason for accepting the invitation to the economic conference in Paris next Saturday.

MASARYK: Yes.

AGRONSKY: The American Broadcasting Company has asked me . . . if I would ask you a series of questions—do you hear me, Mr. Masaryk?—if I would ask you a series of questions. Do you hear me? Hello.

MASARYK: Yes.

AGRONSKY: Mr. Masaryk, I wanted to ask you first if Czechoslovakia is satisfied, as an observer in the Paris Conference, with its outcome, will your country then participate in the Marshall Plan for economic aid to Europe?

MASARYK: Now, there's only one thing I am going to answer—the whole.

AGRONSKY: What is that, sir?

MASARYK: I am going to answer the whole last question but—

AGRONSKY: I can hear you, sir.

MASARYK: I am going to answer all your questions.

AGRONSKY: Yes, you are going to answer all my questions. I say can you answer that question, Mr. Masaryk?

MASARYK: Well, you hold on and listen.

AGRONSKY: Yes.

MASARYK: We have accepted conditionally.

AGRONSKY: You have accepted conditionally.

MASARYK: And we are examining the questions now.

AGRONSKY: And you are examining the questions of what?

MASARYK: We are examining the question.

CONTINUED ON NEXT PAGE



DRESS BY JANE DERBY

not just nylons...but
Cannon Nylons!

FOR THE dream-come-true of all the nylons, insist on full-fashioned Cannon Nylon Stockings!

They're so filmy. So flattering. Created with the beauty expertness Cannon Mills is famous for. *Triple-tested* by air pressure to guard against tiny flaws, then *sealed* in a purse-size Cannon Handy Pack.

Ask for Cannon Nylons in *your* correct length—short, medium, or long. Newest, loveliest shades.



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CANNON MILLS, INC. ★ Makers of Cannon Towels, Sheets, Blankets

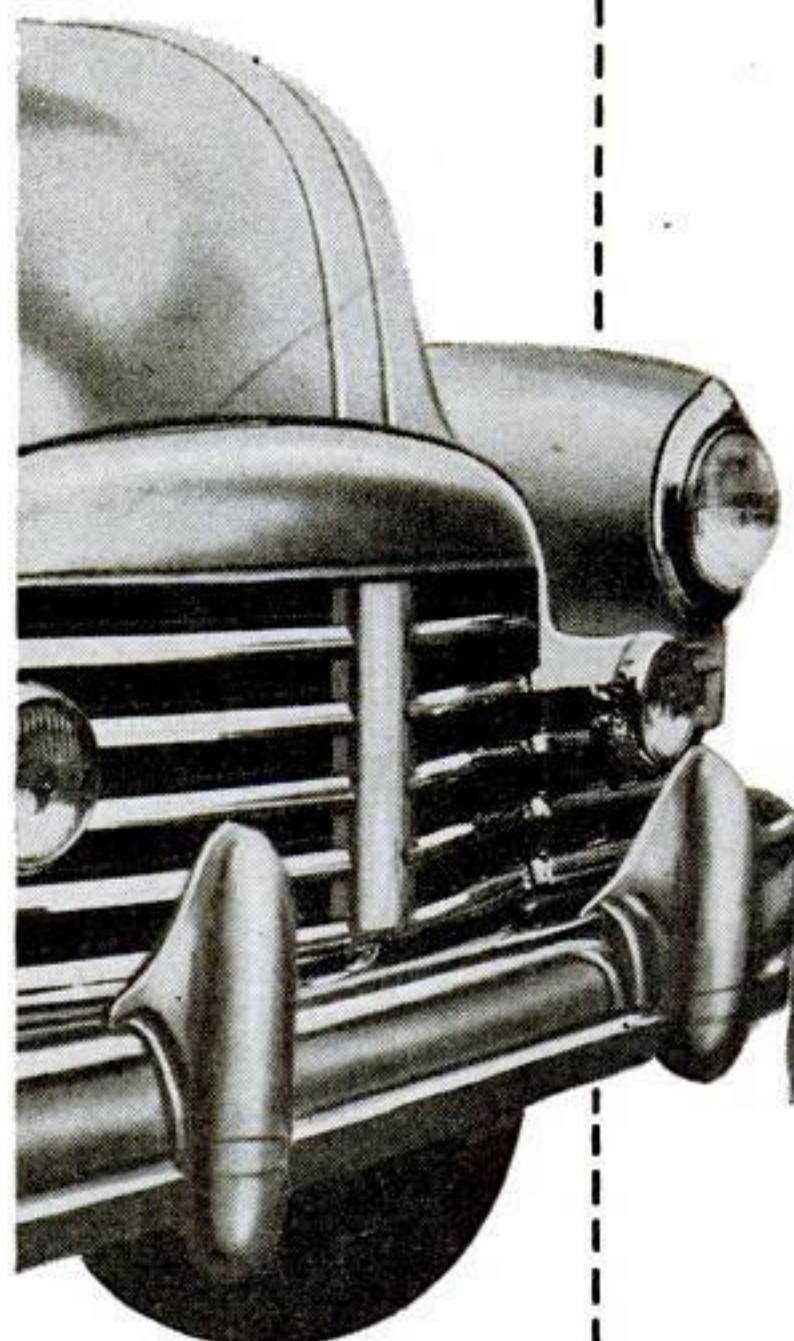
Her Beach Dress

—by Tina Leser

The Motor Oil

for her car

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LIFE'S REPORTS CONTINUED

AGRONSKY: Yes.

MASARYK: The government in Prague is sitting.

AGRONSKY: The government is what, sir? . . .

MASARYK: The government is in session.

AGRONSKY: The government is investigating?

MASARYK: Is no. Is sitting. You know, like what you do. You sit on your behind, you know.

AGRONSKY: Yes.

MASARYK: Stout fellow.

AGRONSKY: The government in Prague is sitting.

MASARYK: . . . and examining it now at this very moment.

AGRONSKY: At this very moment. . . .

MASARYK: I have not talked to them now because the telephone line from Moscow has been temporarily interrupted.

AGRONSKY: Oh, between Prague and Moscow.

MASARYK: There is some mechanical trouble, you see. . . .

AGRONSKY: Yes.

MASARYK: For the last two and a half hours.

AGRONSKY: I see.

MASARYK: The government is sitting and investigating the whole question.

AGRONSKY: Yes, sir.

MASARYK: Since I am not able to answer any more questions because I don't know exactly what they are doing.

AGRONSKY: Well, I wonder could you merely answer this question which is not relevant to what the government does or does not

decide to do. Do you think that the conference will contribute to world peace and to the economic stability of Europe?

MASARYK: All I can answer is I certainly hope it will.

AGRONSKY: You certainly hope it will.

MASARYK: That is all.

AGRONSKY: Can you answer this? Do you think that Czechoslovakia, if your government is satisfied with the outcome of the conference, would be willing to participate in the Marshall Plan?

MASARYK: I cannot answer because I am out of touch with Prague.



MARTIN AGRONSKY OF ABC

AGRONSKY: I see. Would you answer one more question? Why did your government first accept the conference invitation as a participant and then change its mind and become an observer?

MASARYK: We hadn't. We had not become an observer. We had accepted.

AGRONSKY: You had accepted unconditionally?

MASARYK: We had not. We said we have accepted. In case we shall be able to find out a little later more about it. . . . While I am talking to you, my government is investigating. Therefore I am not able to say anything else at the moment.

AGRONSKY: All right, sir. May I ask you a final question?

MASARYK: Continue.

AGRONSKY: Mr. Masaryk, does the Czechoslovak government regard itself as pursuing an independent policy in regard to its decision on this Paris Conference? . . .

MASARYK: Certainly we will follow an independent . . .

AGRONSKY: You certainly do follow an independent policy?

MASARYK: Not being able to be in touch with my government . . .

AGRONSKY: Yes?

MASARYK: I am not able to go any further. And you can tell the president of your company that he is wasting a lot of his money.

AGRONSKY: Oh, I see.

MASARYK: Well, goodbye.

AGRONSKY: Mr. Masaryk, may I call you later?

MASARYK: I am going out and I don't know when I will be in, and I think I better—I hope to be going home tomorrow. . . . You better get me in Prague. I don't wish to be called here again.

AGRONSKY: Do you hope, however, that the Paris Conference will contribute to world peace and the economic stability of Europe?

MASARYK: Goodby.

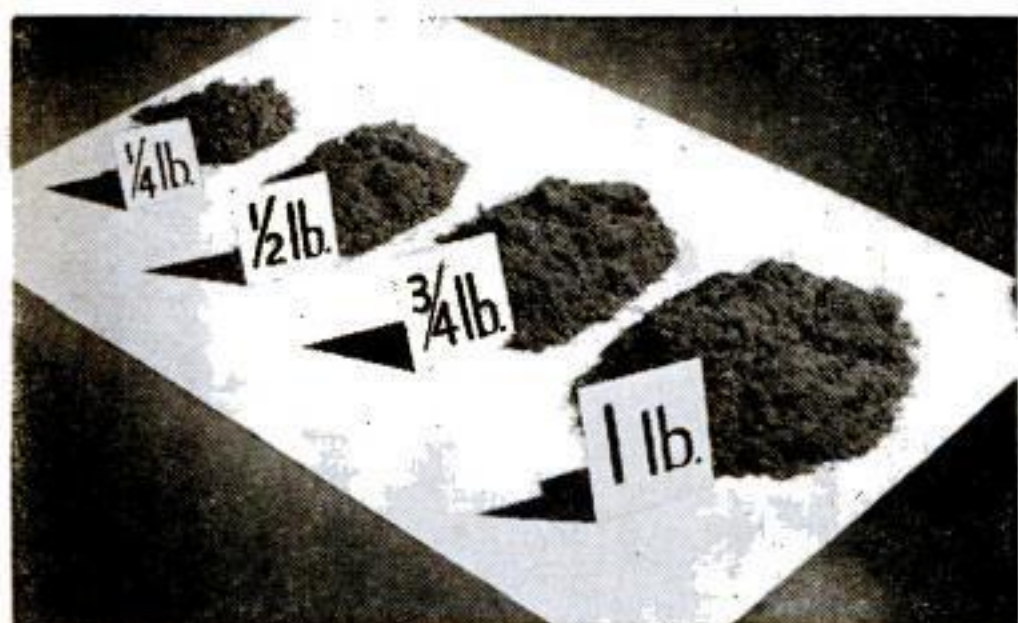
AGRONSKY: I say, do you hope and think that the Paris Conference will contribute to world peace and the economic stability of Europe?

MASARYK: Goodby.

AGRONSKY: I say, do you hope and think that the Paris Conference will contribute to world peace and the economic stability of Europe?

[NO ANSWER]

A WHIZ OF A QUIZ ON TODAY'S NEW VACUUM CLEANERS!



1. How much dirt can a good postwar vacuum cleaner pick up in 93 seconds?

- (a) $\frac{1}{4}$ pound (c) $\frac{3}{4}$ pound
(b) $\frac{1}{2}$ pound (d) 1 pound

One whole pound—that's the astounding efficiency of the De Luxe General Electric Cleaner! Its *fully tufted brush combs and sweeps*—coaxes out stubborn dirt quickly and easily.



2. Which of the following features is most important in making an upright cleaner easy to handle?

- (a) location of bag (c) light weight
(b) size of brush (d) adjustable handle position

Light weight. And General Electric is the *lightest of all top-selling cleaners!* Added conveniences: bag at one side, out of the way—handle can be lowered for under-furniture clearance.



3. What is the meaning of "rug seal"?

- (a) a stamp of approval (b) cushioned pad under rug
(c) adjustment of cleaner nozzle to fit different naps
(d) imbedded dirt

(c) is correct. With General Electric, a touch of the toe raises or lowers nozzle for perfect contact on *any* thickness of nap. This *exclusive toe-tip regulator* assures maximum dirt-getting suction.



4. How often should a vacuum cleaner bag be emptied?

- (a) once a day (c) once a month
(b) once a week (d) once a year

At least once a week—oftener if used a lot. It's no trouble at all with a General Electric! Bag has *wide-opening accordion top*. Dirt trap prevents spilling. No fuss—no mess.



5. Some machines have two cleaning speeds: high and low. When is low speed of particular advantage?

- (a) on thick rugs (c) for light, daily pickups
(b) on scatter rugs (d) for big, weekly cleaning

It's a blessing for (b) and (c)! Gentle, efficient, slow speed permits easy cleaning of scatter rugs. De Luxe General Electric is *one of the few two-speed cleaners*. Motor never needs oiling.



6. What should you do to prevent radio static when you are vacuuming?

- (a) turn off radio (c) use outlet in next room
(b) keep cleaner ten feet from radio (d) nothing

With a General Electric, you don't have to do a thing! Condenser built into cleaner *automatically prevents static*. Other extras: spotlight, bumper, unbreakable plug, kinkless cord.



7. There are two major types of vacuum cleaners. One is the upright. What is the other?

- (a) tank-type cleaner (c) hand cleaner
(b) motor-driven brush cleaner (d) carpet sweeper

Tank-type—with attachments for *floor-to-ceiling use*. General Electric "Airflo" has smooth-gliding skids, toe-tip switch, exclusive bag. Cleans walls, upholstery, furniture, draperies, radiators, etc.



8. How much do you have to pay to get a top-quality vacuum cleaner today?

- (a) less than \$75 (c) \$85-\$100
(b) \$75-\$85 (d) more than \$100

Less than \$75 for as fine a cleaner as money can buy—the De Luxe General Electric! Other models as low as \$54.95. See them at your retailer's today. Complete service always available.



9. What is the smartest way to choose a new cleaner?

- (a) buy the first one you see (b) ask a salesman to decide
(c) compare all leading makes, then choose the best (d) buy the same make you own

Compare before you choose! After seeing all leading makes, you'll *know by your own observation* that General Electric is your best buy! General Electric Company, Bridgeport 2, Conn.



VACUUM CLEANERS

Approved by Underwriters' Laboratories, Inc.

GENERAL ELECTRIC

GLORIOUS ICE CREAM

So smooth, so easy to make!



NO ICE CRYSTALS!

Chocolate Ice Cream

(Automatic Refrigerator Method)

- 1 square (1 oz.) unsweetened chocolate
- $\frac{2}{3}$ cup Eagle Brand
- $\frac{1}{2}$ cup water
- $\frac{1}{2}$ teaspoon vanilla
- $\frac{1}{2}$ cup chilled cream or evaporated milk

Set refrigerator control at coldest point. Melt chocolate in top of double boiler. Add Eagle Brand Sweetened Condensed Milk and stir over rapidly boiling water 5 minutes or until thick. Add water and mix well. Chill. Add vanilla and cream or evaporated milk. Mix well. Freeze rapidly in freezing unit of refrigerator until half-frozen. Scrape from freezing tray into chilled bowl. Beat until smooth but not melted. Replace in freezing unit. Before completely frozen, beat again until smooth. Finish freezing. Serves 5.

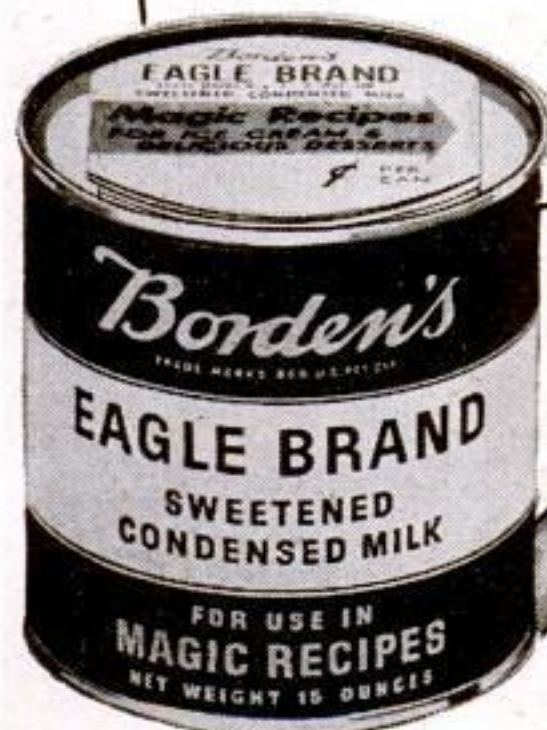
Make it with

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LIFE

Vol. 23, No. 8

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August 25, 1947

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LIFE'S COVER

The girl in the ruffled blouse peering through the ornate glass door on LIFE's cover might well be a belle of the 1890s. Actually she is Gail Sullivan, a 19-year-old model and a junior at Mount Holyoke College. Other U.S. college girls will also acquire an old-fashioned look this fall if U.S. style-setters have their way (pp. 113-116).

Gail Sullivan made her debut as a model on the pages of LIFE two years ago (Aug. 13, 1945). That story brought her two movie offers, which she refused. No career girl, her postgraduate plans are simple: catch a man, get a house, raise some children.



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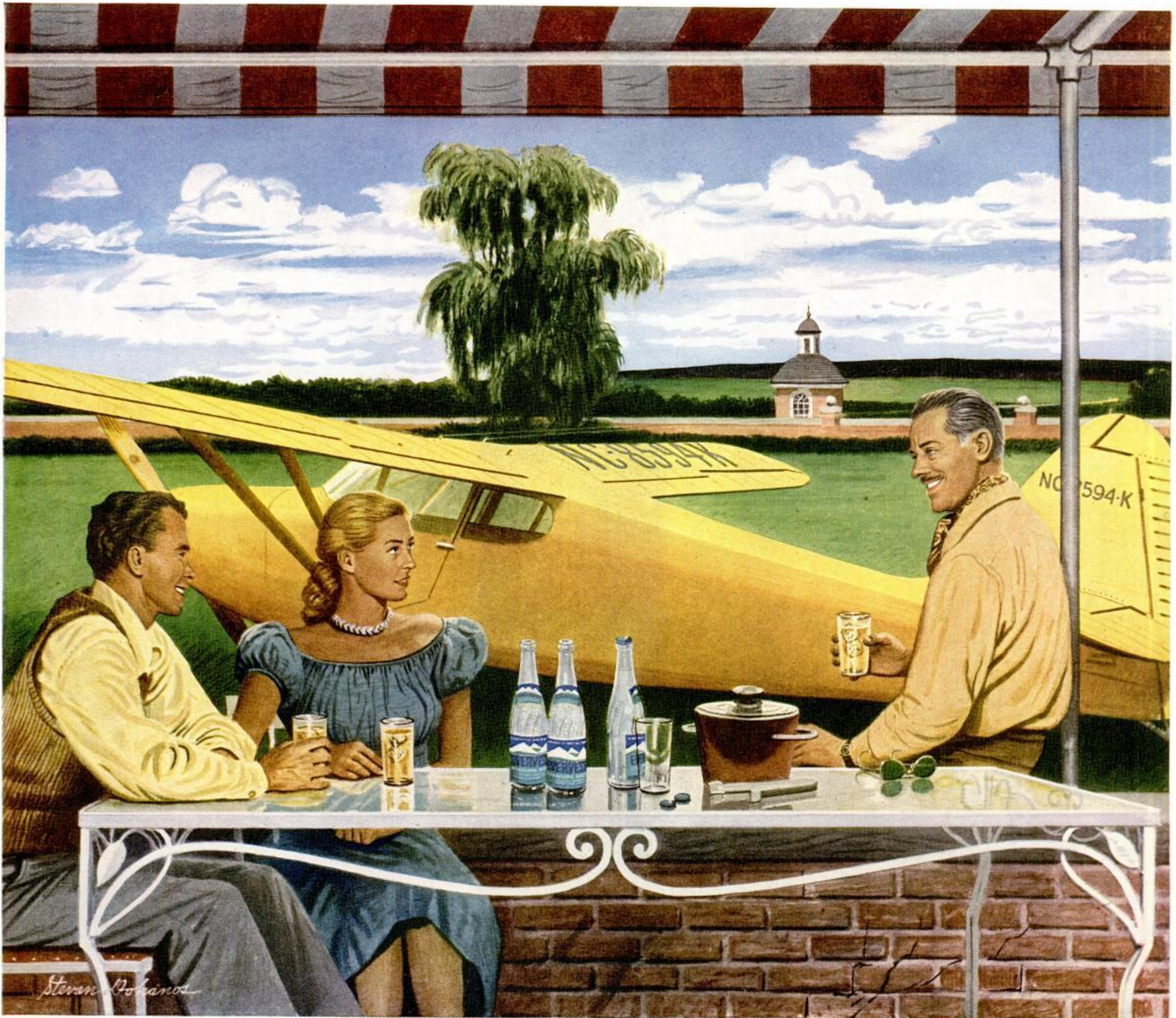
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LIFE

Vol. 23, No. 8

August 25, 1947



AIRSICK AFTER A 14-HOUR PLANE RIDE, ONE MORE PUERTO RICAN TAKES A LOOK AROUND AIRPORT BEFORE CROWDING INTO THE TENEMENTS OF EAST HARLEM

PUERTO RICAN MIGRANTS JAM NEW YORK

As he stands at the airport in his Sunday suit and takes his first bewildered look at America, the Puerto Rican above is the envy of his countrymen. He has just arrived in the promised land, where he will join thousands of others who have taken the northbound journey ahead of him. He is part of a mass migration which since the end of the war has added a possible 50,000 Puerto Ricans to the population of New York's swarming East Side. This month the migration is at a flood tide of almost 1,000 a week.

Puerto Ricans are leaving their Caribbean island for a single compelling reason. If they stay there, they face unemployment, disease and semi-starvation. Generations of ruthless exploitation

of the land for the sake of one crop, sugar, have reduced Puerto Rican economy to beggary. This has been foreseen for a long time (LIFE, March 8, 1943). Four years ago a Senate investigating committee returned from the island with the verdict that its problems were almost "unsolvable." But almost nothing has been done to aid Puerto Ricans, who are as much American citizens as the residents of Hawaii or Alaska.

Many of the Puerto Ricans now pouring into New York City are illiterate. Many speak no English. All of them are desperately poor. Almost without exception these newcomers squeeze into East Harlem, complicating an already critical housing and relief situation. Puerto Rican and

New York authorities are belatedly—and so far ineffectually—looking for a solution. One man who is not worrying is East Harlem's pro-Communist Representative Vito Marcantonio. To the Puerto Ricans he is a fountainhead of advice and help. Day and night they crowd into Marcantonio's "clubhouse" on 116th Street for assistance in their financial, family or civil troubles. They ask his aid in dealing with the welfare workers who issue relief checks. They seek his help in arranging passage for relatives, left behind in Puerto Rico, who would also like to come to New York. After a year of receiving this patronage in the 18th District, however, they may, if they wish, return Vito Marcantonio's favors. They can vote.



AT END OF NORTHBOUND JOURNEY, PUERTO RICANS ALIGHT AT NEW JERSEY'S TETERBORO AIR TERMINAL



TRANSPORT PLANE ON SAN JUAN-NEW YORK RUN HAS

THE NEWCOMERS

Penniless after their \$80 journey, they settle among their own kind

Most Puerto Ricans come to the U.S. in the stifling, cramped cabins (above, center) of ex-Army C-47s now flown as "chartered" transports by independent airlines. One-way passage from San Juan costs about \$80.

When they reach New York, proudly wearing their best clothes, most Puerto Ricans are penniless and already homesick. But in Spanish Harlem, where 200,000 of their people are now established,

they can find stores where their own language is spoken and an atmosphere that reeks of home. Because they have no money, many Puerto Ricans soon turn to welfare offices (below, right), where as American citizens they are entitled to such support as the city's home-relief funds can afford. So many Puerto Ricans have arrived and gone on relief that Puerto Rico's governor has come to New York to request sociologists to study the dangerous effects of the migration.



VITO MARCANTONIO (right), leftist boss of Spanish Harlem's 18th District, hears the plea of a constituent.



TRAVEL AGENCY in New York caters to Puerto Ricans now in the city who want their relatives to join them.



PUERTO RICO'S GOVERNOR Jesus T. Pinero (right) discusses the problem with Sociologist P. T. Lazarsfeld.



TWO ROWS OF DIRTY SEATS, IS CRAMPED AND DARK



ON UPPER PARK AVENUE IN SPANISH HARLEM, PUERTO RICANS SWARM AROUND A SIDEWALK GENERAL STORE



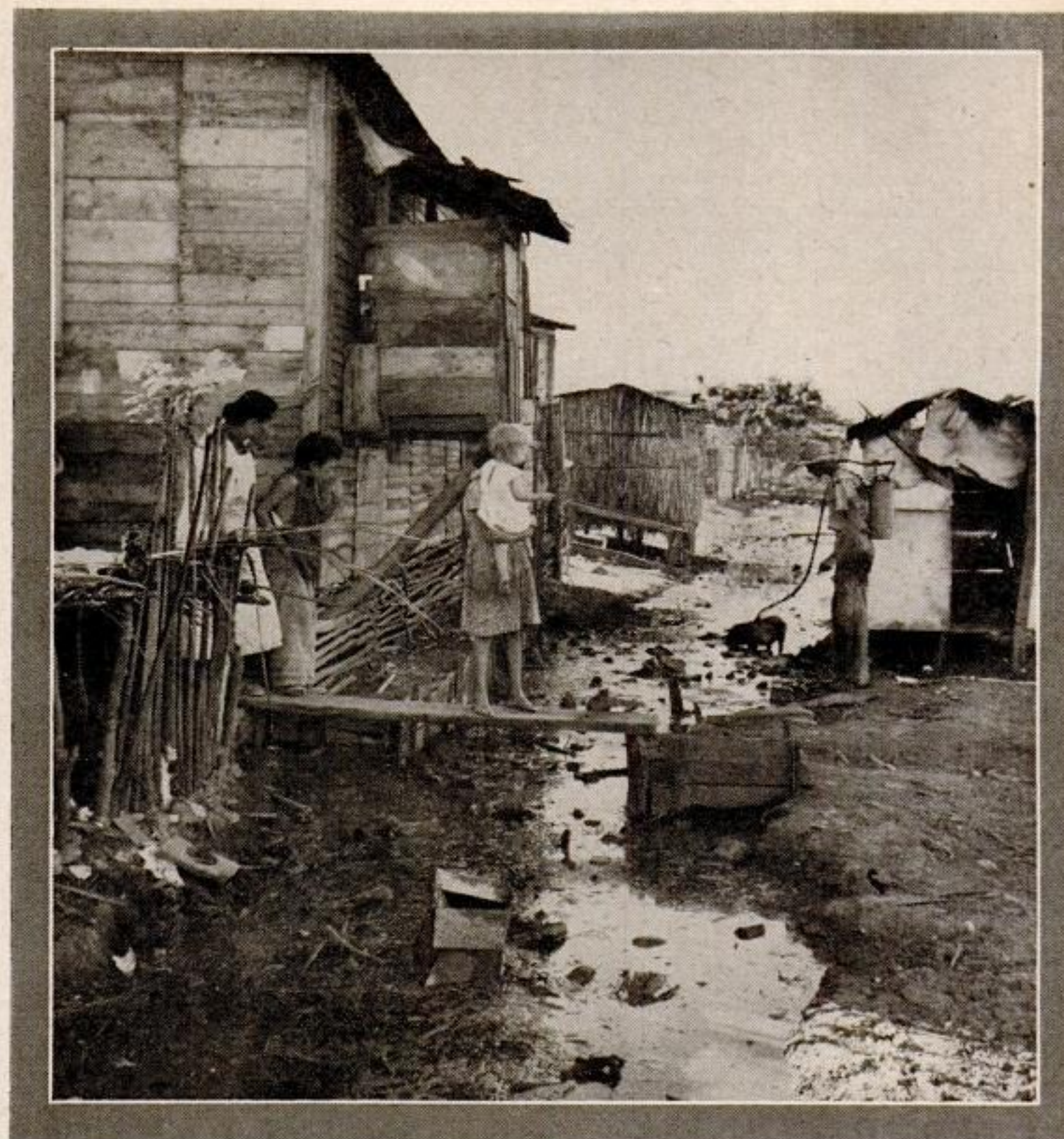
IN A HOME-RELIEF OFFICE, newly arrived Puerto Ricans and others wait to talk to welfare workers. Al-

though they are anxious to work, some Puerto Ricans can not find jobs because they speak only Spanish. A few are

invalids and others are too old to work. After their long poverty they accept relief without any embarrassment.



IN A HURRY to go out and play in the streets, young Puerto Ricans take the quickest way out of their Harlem home. The fire escape also serves as a sleeping porch in summer.



IN PUERTO RICO foul-smelling open sewers flow past and underneath the shanties of slum-dwellers. Here a sanitation worker (*right*) sprays DDT to kill mosquitoes.

THE PROMISED LAND

Even in the crowded tenements of Spanish Harlem, Puerto Ricans are better off than they were at home

At the end of the \$80 airline rainbow, Puerto Ricans find no pot of gold. They find more slums. But even the crumbling tenements of Harlem are better than the packing-crate houses of Ponce (*above*), and the gutters of New York (*below*) run with reservoir water instead of sewage. New York offers Puerto Rican parents an opportunity to keep their families together under a single roof, even if they are miserably crowded (*opposite*). It offers them a chance to bring up their children without the constant fear of malnutrition and disease. Although Puerto Ricans find that Harlem falls short of the promised land they dreamed about when they boarded planes for the U.S., it is still better than their former home.



IN NEW YORK reservoir water from an open hydrant flows down 103rd Street in Harlem while Puerto Rican youngsters roll up their clothes and go wading in the stream.



IN A \$30-A-MONTH FLAT IN HARLEM, A PUERTO RICAN FATHER
MAKES A HOME FOR WIFE, SEVEN CHILDREN AND MOTHER-IN-LAW

FRESH AIR

THE MEN'S TAILORS AND THE BUS COMPANIES HAVE GOT IT ON THE RUN

Has it been, as our elevator man keeps asking, hot enough for you? If it hasn't, come to New York, where this magazine is edited. The heat of this very hot August, stored and reflected by brick and concrete, makes us damp and peevish and brings us face to face again with several summer problems which Americans obstinately refuse to solve.

In New York as in most other U.S. cities a determined, remorseless campaign is being waged against the institution of fresh air. This is, for example, the first summer when the visitor cannot ride the streets in that former hallmark of Manhattan, the open-top Fifth Avenue bus. After operating idiotically all winter, the last of these pleasant, breeze-swept vehicles disappeared in the spring. There are still a few fast-vanishing double-deckers, but they are roofed over like the single-deckers that are replacing them. The windows are small and awkward and represent the final triumph of the train-window designer's art; they can be opened only with a bazooka. It is no longer possible to see the stars and the sights or even the street numbers, let alone travel in comfort. The seats are placed at knee-cracking proximity to each other, the ceilings are accommodated to the stature of a race of Tom Thumbs, and hermetic sealing prevents the loss of any of the fumes of fuel and human sweat within the vehicle.

Observing these objects rolling along our streets, we are suddenly aware that they are in harmony with their times, which might be called the Age of the Juke Box. Thirty years ago its motor may have been unreliable, its

axle weak and its shock absorbers nonexistent, but the automobile was still largely a horseless carriage, with all the comfort and fresh air the term implies. In summer open trolley cars plied the streets of many cities. For 5¢ you could ride all over town on open transverse seats. You could get on or off without stooping or contortion. It took the Age of the Juke Box to shut the last fresh air out for good.

Since, in matters of transportation at least, we are obviously not "every day in every way getting better and better," it gives us belated pleasure to announce that Dr. Coué was full of sassafras. However, some changes are good, and this brings up another hot-weather point: why not try shorts?

Washington, D.C., many Americans may be slightly startled to discover, is carried on the lists of the British Foreign Office as a "Tropical Capital." This will outrage many, but it strikes us as a bold statement of fact. Now, in tropical climes, the picture of the Englishman is familiar: with helmet, monocle, shirt, trim knee-length shorts and the air of a lord of creation. In Hamilton, Bermuda, for example, which is not so hot as Washington in summer, the British colonial businessman wears shorts even at work. He looks smart, in that ineffable way which makes America's tailors worshipfully ape in cut and word ("Savile Row," "English import," etc.) the styles of London. But he is, above all, cool and unrestricted. The breeze sweeps in his open neck and up his trousers.

Why don't American men wear shorts? In

summer not only Washington but almost every large American city is as steamy as Pago Pago. Some of us waste a good deal of money on inadequate remedies—the Palm Beach, the tropical worsted or that wrinkled horror, the seersucker—but our bodies remain completely covered save for face and hands. Around our necks are the four thicknesses of shirt cloth comprising the collar, constricted a little short of strangulation by the necktie. About our tortured abdomens cling seven layers: suit coat and lining, thick trouser band and lining, shirt, undershirt and shorts. So encased by cloth and custom, we have nevertheless the gall to sneer at our women's vassalage to changing fancies of hat and hem.

The suggestion of shorts in summer, for business as well as pleasure, is not a novel one. Complaints against men's clothes are perennial, but so far no suggestion has taken hold. A few years ago Designer Elizabeth Hawes made a stab at the problem. But she came up with a foolish-looking playsuit, and, like Sam, she made the pants too long. Perhaps American males are afraid that shorts would make them look like fat men on the beach or would expose too many pale calves and knock-knees. Therefore it should be pointed out clearly that bathing-suit shorts and English shorts are two entirely different things. The English variety has a distinct cut and reaches almost to the knee. The exposure is a decorous one and the knees will soon be tanned by the sun.

Or we should say, "would be tanned." Because nothing will be done about it.

TAX ON U.S. FILMS

LABOR TRIES TO HIDE U.S. LUXURIES FROM ENGLISH EYES

Unhappy Britons were last week permitted by their Labor government to peer briefly into the dingy interior of Old Mother Attlee's cupboard. It was as bare as last year's promises. There were no new clothes, scarcely a drop to drink and barely enough bones for the soup. While the former lords of the earth were thus gloomily bemused, the government sneaked up behind them and snatched away their last remaining luxury—American movies. This was done by slapping on a tax that would take 75% of all net profits earned by U.S. movies in Britain. An angry Hollywood replied by promptly banning further shipments of U.S. films, for, as Eric Johnston pointed out, Britain could hardly expect to get a dollar's worth of movies for 25¢.

It was, to be sure, high time that the Labor government did something to stop the drain of British funds to Hollywood. As Winston Churchill said in his Blenheim Palace speech, Britain got the American loan to spend on food

and machinery, not to squander on movies and tobacco. Now that the \$3,750,000,000 is almost used up a year ahead of schedule, it was clearly scandalous to keep on spending 4% of the loan for movies.

There was, however, a perfectly sensible way out of the dilemma proposed by Hollywood itself. This was to block movie profits in England. The American companies would not be able to take dollars out of England, but they could use them to produce films in English studios, in association with English producers—an operation profitable to both countries.

To explain why the Labor government ignored this sensible solution and imposed a tax which amounts to a total ban on U.S. films, it is necessary to look for a deeper motive. The clue to this motive is perhaps to be found in the plan's chief proponent, Sir Stafford Cripps. This worthy is a rich baron's son who, like certain American heirs, seems to have his fortune on his conscience. Sir Stafford is a vegetarian

and in physical appearance a ringer for the well-known cartoon figure of Old Man Prohibition. He is also a doctrinaire socialist who hates to see his doctrine challenged by the facts of capitalistic life. "He feels," according to a LIFE correspondent in London, "that U.S. films create a longing in British hearts for the fancy plumbing and conveniences and the shiny new gadgets and luxuries with which Hollywood crams its sets. He would like to dull this appetite."

Sir Stafford's apparent view that American bathrooms are subversive is fairly typical of thinking among the left-wing intellectuals of the British Labor government. It so happens that we have in London a very able ambassador, Mr. Lewis Douglas, whose respect and affection for Britain is beyond question. Perhaps it is time that he addressed himself to the problem of this anti-American feeling which, however concealed, is prevalent enough to damage our relations with the British people.

PICTURE OF THE WEEK

When the national convention of the Grand Army of the Republic was last held in Cleveland in 1901, a great column of 20,000 men swung down Euclid Ave-

nue. Last week, with the G.A.R. back in Cleveland for the 81st convention, there were only five feeble men riding in cars. But when the heat wave made the going tough

for Veteran William H. Osborne, there were plenty of Ladies of the G.A.R. like Mrs. Ruth Sheppard (*opposite*) who found time off to lend a comforting shoulder.



HOT AND TIRED, A 104-YEAR-OLD G.A.R. MEMBER
TAKES REST DURING CONVENTION IN CLEVELAND



GREEK PEASANTS along the northern boundary near Yugoslavia have to post guards against guerrilla raiders

and establish machine-gun outposts in the hills. The farmer, aided by his small son, is threshing lentils in the field.



U.S. COMMISSION CHIEF Dwight Griswold (bare-headed) inspects the harbor of Salonika near area where

fighting is going on. Griswold will administer the \$300 million voted for Greek aid under the Truman Doctrine.



A WOUNDED GREEK SOLDIER LEAVES AID STATION

GREEK SITUATION NEARS SHOWDOWN

U.S. and Russia use fighting words

In the troubled countryside of Macedonia farmers work under the protection of armed guards (*left*). Guerrilla bands sometimes attack with heavy machine guns and artillery. To the Greek farmers fear and violence have become the usual thing.

To the leaders of the big nations tough talk has become the usual thing, too. But last week it began to sound like fighting talk. Efforts to settle Greece's problems in the U.N. have been scuttled repeatedly by Russia's Gromyko. When the U.S. proposed a frontier commission, Gromyko vetoed it. The U.S. has now proposed a resolution demanding that Russian satellites stop aiding the guerrillas. Gromyko is talking as if he will veto that also.

To counter this veto talk the U.S. has been making it no secret that besides the trucks already sent to Greece, the 82nd Airborne Division and the 2nd Marine Division stand ready to become part of a task force, possibly with other members of the U.N. But if this alarms the Soviet leaders, they do not show it. On Aug. 14 the Soviet news agency, Tass, charged the Greek government was "arresting and even subjecting to torture" workers in the Russian Embassy in Athens. The Greek situation, recalling in some respects the ominous overtones of the Spanish Civil War, seemed headed for a dramatic showdown.



GREEK FARMER carries family's allotment of arms, including rifles and Bren gun slung below right shoulder.



A MINE EXPLOSION on July 30 breaks up a column of Greek soldiers on road between Kozánē and Grevenà in Macedonia. Here, a moment after the explosion, soldiers

wearing British uniforms and battle equipment rush in to haul the driver of the truck from the cab. The officer on the ground at left died. Nine of the others were wounded.

EISENHOWER BOOM WORRIES THE POLITICIANS

by **ROBERT T. ELSON**

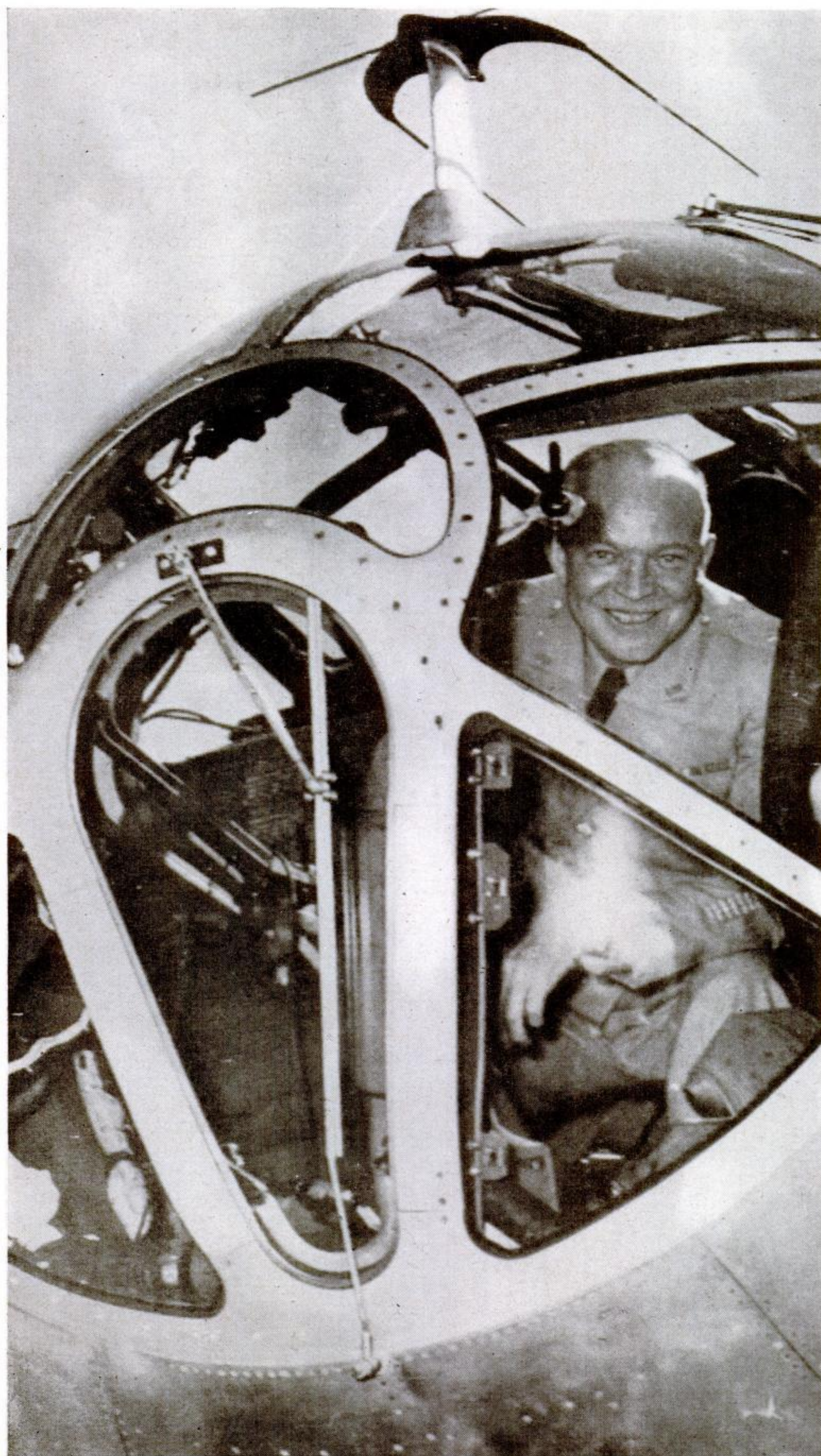
Chief, TIME-LIFE Washington Bureau

The fourth ballot was coming up. As always the delegates were restless, waiting for the next round. But in that momentary pause a whisper was building into a great roar. The first three ballots had proven only one thing: the convention was deadlocked. The battle of the giants, Dewey and Taft, had so far ended in a near tie and neither would yield. Then came the fateful break: "California casts its 53 votes for Eisenhower." The hypnotic drumbeat slogan of the steadfast Kansas delegation, "Ike's Our Man," was booming into a battlecry of victory: "Eisenhower for President in '48." The managers knew it was all over. The galleries saw it coming and even the people listening to the radios knew the answer long before the final count. The Republican convention had stampeded for Eisenhower.

Such is the nightmare that increasingly disturbs the sleep of the harassed professional politicians on these humid summer nights. For in a trade where every rumor is carefully weighed, the hottest shoptalk of all concerns the Eisenhower story, a story which circulates more swiftly every day and gains plausibility with every retelling. A few months ago the idea of "Eisenhower for President" could be laughed off as possible but improbable. The professionals would snort and say, "So that's what Roy Roberts thinks. . . . Well, you know Kansas. That Roberts always did want to be a kingmaker." But what 300-pound Roy Roberts has been thinking for months now has some other people thinking too. Among those who are thinking most about this prospect are Thomas E. Dewey, Robert A. Taft and Harry S. Truman.

Mr. Truman's political friends in recent months have, as a rule, peddled a fairly confident line: the President, they said, had been doing pretty well and the record would make good reading for the voters. True, they admitted, he was down a little in the Gallup Poll from the high of last July (54%), but all things considered Mr. Truman had no real reason to be worried. The White House crowd even let it be known that Mr. Truman would like to see the Republicans nominate Senator Taft because Taft was a man who could be beaten. As for Dewey, well, the White House crowd was not quite so cocky, but they were still confident enough. But one night not so long ago a different story was told. A friend and supporter of Mr. Truman, one who knows him well, let something slip that suggested Mr. Truman might not have been quite so confident: "An old friend stopped in to see him the other day and said, quite tactlessly, 'Mr. President, I think you are a cinch for '48 if General Eisenhower doesn't run.' Well, you know what. . . . Mr. Truman bid his friend goodbye and ushered him out in a hurry."

Equally revealing is this story by another Democratic politician—a man who is obviously no friend of Wall Street—who, while no enemy of Eisenhower, has a vested interest in seeing Mr. Truman re-elected. He said, "Wall Street believes in Ike. A banker came into my office the other day, plunked down a roll that looked like a year's salary and said, 'You don't have to cover this but I'm betting that Ike gets the nomination.' Anyway you look at it, Ike's a terrific



WHILE THE TALK GOES ON, Eisenhower is tending to his business as Army chief of staff. Here the General

rides in new B-50 Superbomber in Seattle. He takes over new job as president of Columbia University next year.

HOTTEST SHOPTALK OF THE SUMMER SEASON CONCERNS A WAR HERO AND HIS CHANCES OF WINNING THE REPUBLICAN NOMINATION IN 1948

candidate. We [the Democrats] are not afraid of Dewey. Taft is just too much of a target, a sitting duck. But Ike is popular with everyone. The thing that frightens us is the prospect of a ticket like Eisenhower and Stassen. It would take a miracle to beat that. . . ."

Some Republicans are worried about such a miracle too. When Governor Dewey was on his Western trip he ran into the Eisenhower story out among the tall corn and the wheat fields from which it sprang. Mr. Dewey had reason to listen because nobody knows better than he does just how quickly a magic name can transform a national convention. He and Senator Taft are never likely to forget the fifth ballot at Philadelphia in 1940 when the Willkie conflagration consumed them both. The count on the fourth ballot had been: Willkie 306, Taft 254, Dewey 250. On the fifth ballot the count was: Willkie 429, Taft, 377, Dewey 57. Willkie was nominated before the 72-man delegation of Pennsylvania, one of the great pivotal states, even had a chance to vote. That fifth ballot was stampeded when a Kansas delegate announced with a triumphant roar, "Kansas casts her 18 votes for Wendell Willkie."

Among some of Governor Dewey's intimates this extraordinary surge for the man Willkie is now referred to with some bitterness as "the Virgin Birth." These men now profess to believe that, remembering Willkie and what happened in 1940 *et seq.*, the Republicans will have no more to do with such spontaneous uprisings and will be on guard against an Eisenhower rising on the crest of an emotional wave. With a fair show of belief in their own convictions that obviously masks a real concern they ask you, "Can you really imagine Joe Pew or Ed Martin going for Eisenhower?"

The rock-hard figures

The truth is, however, that all too many people can imagine just that and they do not base their calculations wholly on hunch but on the rock-hard figures which already seem to show the clear outlines of the first ballots at Philadelphia. Out of 1,093 possible votes the experts believe that the favorite sons, for whom delegations are already more or less committed, will amount to 363 (380 with MacArthur). This includes the 53 votes of Pennsylvania for Ed Martin; the 41 votes of Michigan for Vandenberg; Massachusetts' 35 votes for either Saltonstall or Joe Martin, and so on down to Kansas' 18 votes for Eisenhower. The Dewey forces are claiming that already they are sure of an ultimate 400 votes (although the Dewey strategy may be to hold some of these back on the first ballot). If—and of course all such speculation is extremely "iffy"—the Taft forces could muster "the rest," say up to 300, then the battle of the giants might only be resolved by some major break. In that event the chance of 1940 repeating itself seems all too possible.

Thus Governor Dewey on this Western trip had good reason to want to make a good impression in Kansas. The Republicans received him hospitably and the state chairmen of Kansas and Missouri entertained him at dinner in Kansas City's Muehlebach Hotel. The man from Albany did his level best, but when the last crumbs were swept off the table the Kansans were still fast and firm for Eisenhower. They

told the governor bluntly that Kansas was for Eisenhower if Ike could be had; if not, well, then and only then would they consider Thomas E. Dewey. This was not the usual polite preliminary on behalf of a favorite son; the Kansans gave their guest every reason to believe that they were in earnest. And even before the governor arrived, Kansas' elder statesman Alf Landon had been touring the East spreading the Eisenhower gospel. Another who endorsed the idea was Senator Clyde Reed, a professional among professionals.

The other war hero

Governor Dewey's chief rival, Senator Taft, has not yet met the Eisenhower boom head-on. He cannot be unaware of it and he will hear much more about it when he makes his own "depth-sounding" expedition to the West next month. So far Mr. Taft's friends have refrained from discounting the Eisenhower boom; they have adopted the tactic of meeting it with political logic. Their line runs like this: how can the Republican party pick Eisenhower when nobody really knows whether Ike is a Republican? What percentage would there be in it for the regular party men who bled and died for the party in the grim days of opposition? "Why," said one of Taft's friends, "you can as easily imagine the Democrats nominating Ike if they didn't have to stick by Truman. . . . And who knows where the General stands on domestic issues?" Their attitude is shared by many other regulars who dislike Dewey but are uncertain about Taft's ability to lead the party to victory. They just don't know enough about Eisenhower as a Republican. Their faith is shaken too by stories like the one now current in Washington that the two staunchest supporters Ike had for the post at Columbia were F.D.R.'s old intimates, Sam Rosenman and Anna Rosenberg. In spite of that a veteran senator leaned back in his chair last week and thought aloud about Eisenhower as a candidate. "The more I think about it," he said, "the more I think that Eisenhower is the man. What a candidate he would make. How could Truman beat him? All you have to do is size up the two men. . . ."

So far all this could be dismissed as summer shoptalk. But the Eisenhower chances can be more accurately measured eight months from now. At that time the campaign for the nomination will officially open with the primaries in Wisconsin. It is an interesting coincidence that another war hero who has been talked about for the nomination will be on hand then. General Douglas MacArthur is expected to visit his home town of Milwaukee for the first time in ten years.

But Eisenhower, with the exception of his inspection trip to Alaska this month, is right on hand in Washington all the time. And every politician knows that while he may not have been trained as a politician, he was born one. Too many Washingtonians remember the broad smile, the firm grip and the friendly tone with which the General often introduces himself: "My name's Eisenhower. . . ." The General may keep on saying that he has no political ambitions. But his last recorded testimony on the subject sounded more than ever like a man in a receptive frame of mind: "I haven't the effrontery to say I wouldn't be President."



ROY ROBERTS, president of Kansas City Star, is a leading Eisenhower supporter along with Kansas' Senator Clyde Reed and Alf Landon (below).



CLYDE M. REED, Kansas' junior senator, is in close touch with Wall Street. His backing seems to indicate that big business is friendly to Eisenhower.



ALF LANDON, 1936 presidential candidate, was conspicuously absent from all political meetings when 1944 Candidate Tom Dewey toured Kansas.



SOLDIERS SPRAWLED OUT BEFORE AN ALTAR TAKE THEIR USUAL SIESTA WHILE GUARDING BUENA VISTA FORTRESS IN SAN JOSE. THIS WAS AT HEIGHT OF REVOLT



FOR MIDDAY SNOOZE a soldier selects bedroom of War Minister René Picado. The burning candle on bed

table was recently blessed at Honduras' shrine of Virgin of Suyapa, patron saint of Central American generals.

COSTA RICA REVOLT

Rio Conference gets sharp warning from a mild-mannered revolution

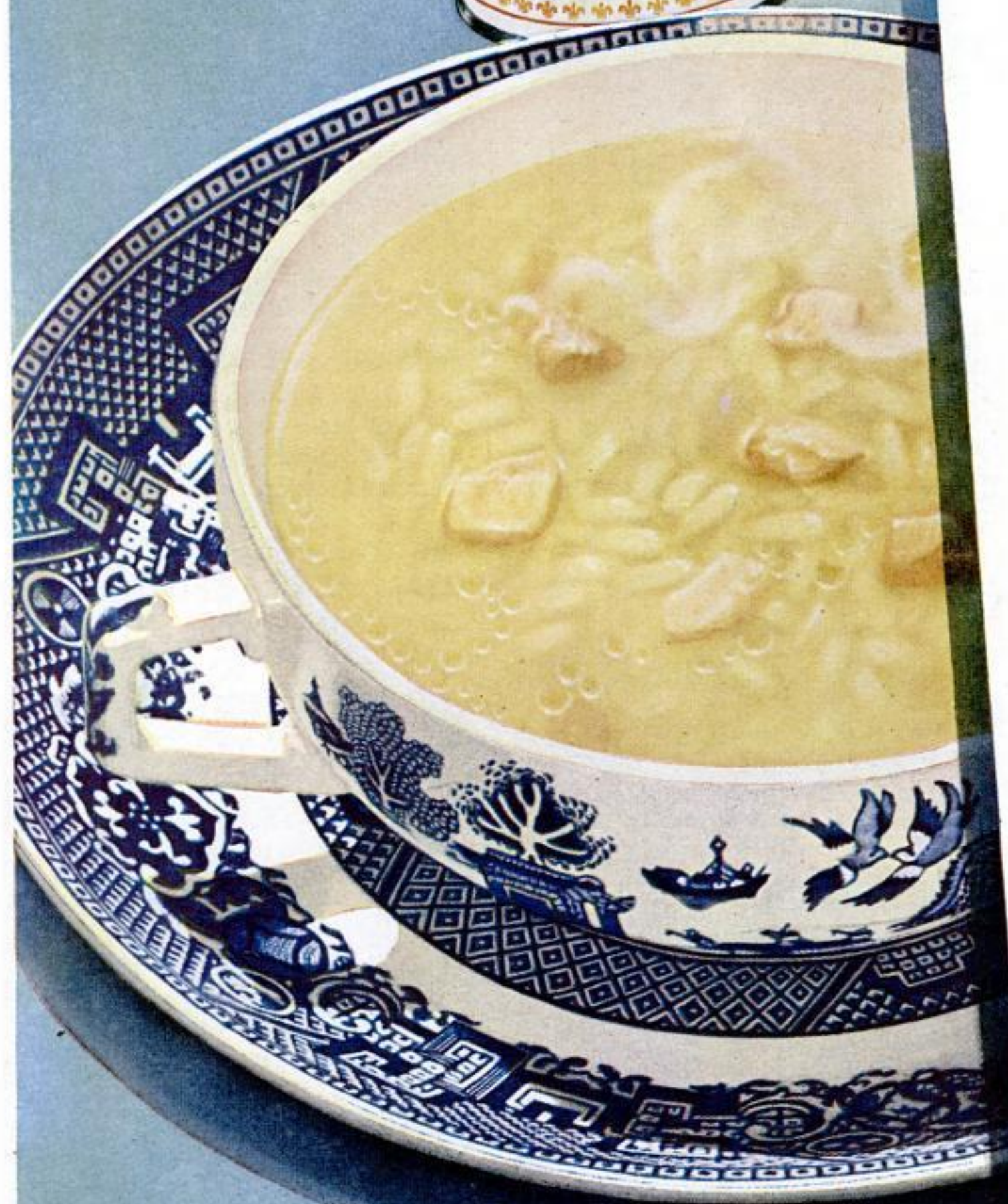
People who get their conception of Latin American politics from musical comedies will find nothing unusual about these pictures of an armed revolt. Costa Rican government forces are sensibly taking a siesta during the height of recent disorders which were, in effect, a protest against the government's administration. They lasted 16 days and resulted in eight deaths.

When things were bad War Minister Picado had three candles blessed at the shrine of the patron saint of Central American generals and lit them in his bedroom (left). But thriftily he snuffed them out one by one as a show of force and compromise by the legally elected government restored order.

Despite its comic-opera aspects, however, the revolution provided a serious point for consideration by the U.S. delegation to the August 15 inter-American defense conference. For hemisphere defense the U.S. has offered (Congress willing) to provide a supply of standardized armaments to all the Latin American countries. There are countries that might use U.S. arms to thwart the traditional Latin American way of "turning the rascals out."

THE SECRET OF THIS CHICKEN SOUP?

LADY, IT'S IN YOUR SPOON!

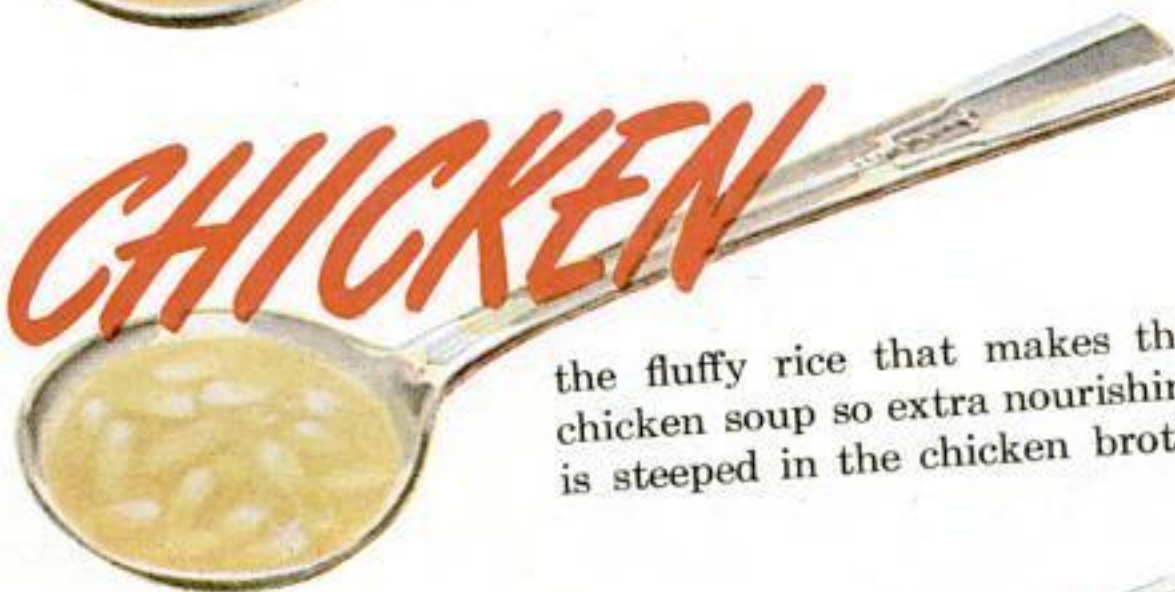


CHICKEN



the delicious taste of chicken fills the golden gleaming broth. Your every sip says "Mmm, chicken!"

CHICKEN



the fluffy rice that makes this chicken soup so extra nourishing is steeped in the chicken broth.

CHICKEN



tender pieces of chicken, both white meat and dark, are measured in with a generous hand.

Made with plenty of chicken... chickens simmered slowly to bring out all their rich, full flavor. That's the real secret of Campbell's Chicken Soup, and that's why folks like it so much. Have it soon!

21 KINDS TO CHOOSE FROM: Asparagus • Bean with Bacon • Beef • Beef Noodle • Black Bean • Bouillon • Chicken Gumbo • Chicken Noodle • Clam Chowder • Chicken with Rice • Consommé • Cream of Mushroom • Ox Tail • Pepper Pot • Green Pea • Scotch Broth • Cream of Spinach • Tomato • Vegetarian Vegetable • Vegetable • Vegetable-Beef.

LOOK FOR THE RED-AND-WHITE LABEL

JUST AS SURE AS YOU LIKE CHICKEN, YOU'LL LIKE *Campbell's* CHICKEN SOUP

Spinach Tulips!

YEP! BIRDS EYE SPINACH (No Sand! No Grit! No Waste!)

THE PETALS are red, ripe tomatoes . . . the sauce is nippy with cheese. But . . .

the thing that makes this dish *pop* is the filling—zing-ful, “thick leaf” Birds Eye Spinach!

You never had grander, fresher-tasting spin-

ach—even when it came from your own painfully tended garden!

You see, Birds Eye quick-freezes in the *dawn-fresh* flavor and tender spinach goodness *within 4 hours* of the time they pick the glorious stuff!



RECIPE FOR Spinach Tulips!

5 medium-sized fresh tomatoes
1 box sprightly Birds Eye Spinach
5 toast rounds, 3 inches in diameter
Cheese Sauce

Cut through each tomato to within 1 inch of bottom, making 4 petals. Place in baking dish, season, and dot with butter. Bake in hot oven (400°F.) about 15 minutes. Place on toast on hot platter and fill centers with young-and-tender Birds Eye Spinach which has been cooked as directed on package, seasoned, and chopped. Cover with Cheese Sauce. Makes 5 servings.

Cheese Sauce. Melt 2 tablespoons butter, add 1½ tablespoons flour, and blend. Add 1 cup milk gradually and cook until thickened, stirring constantly. Add 1 cup grated American cheese, ½ teaspoon salt, dash of pepper, and ¼ teaspoon Worcestershire sauce; blend.



1 NO SAND! NO GRIT! NO WASTE! Birds Eye showers and showers this spinach with *floods* of cold, clear water. Culls it to perfection, too! *You* just cook it!

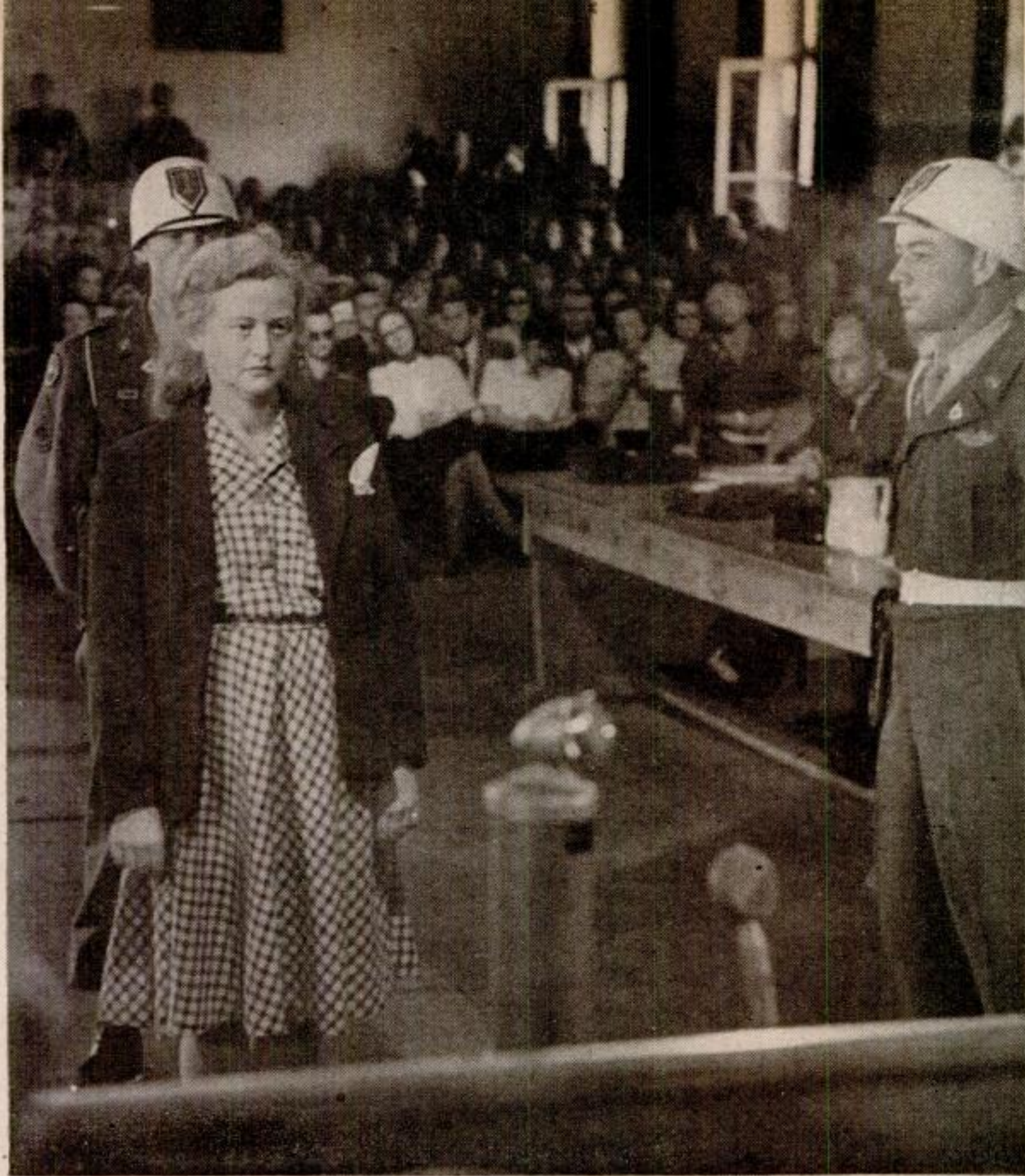


2 MAKE YOUR LIFE EASIER, your eating more fun. Try *all* the wonderful Birds Eye Foods . . . those ocean-tangy seafoods . . . vegetables that *all* taste just-picked! . . . poultry that's plump and tender . . . and fruits with orchard-fresh flavor.

Do try Birds Eye Mixed Fruits—4 luscious fruits in *one* package: red raspberries, apricots, boysenberries, grapes. *Sugared.*



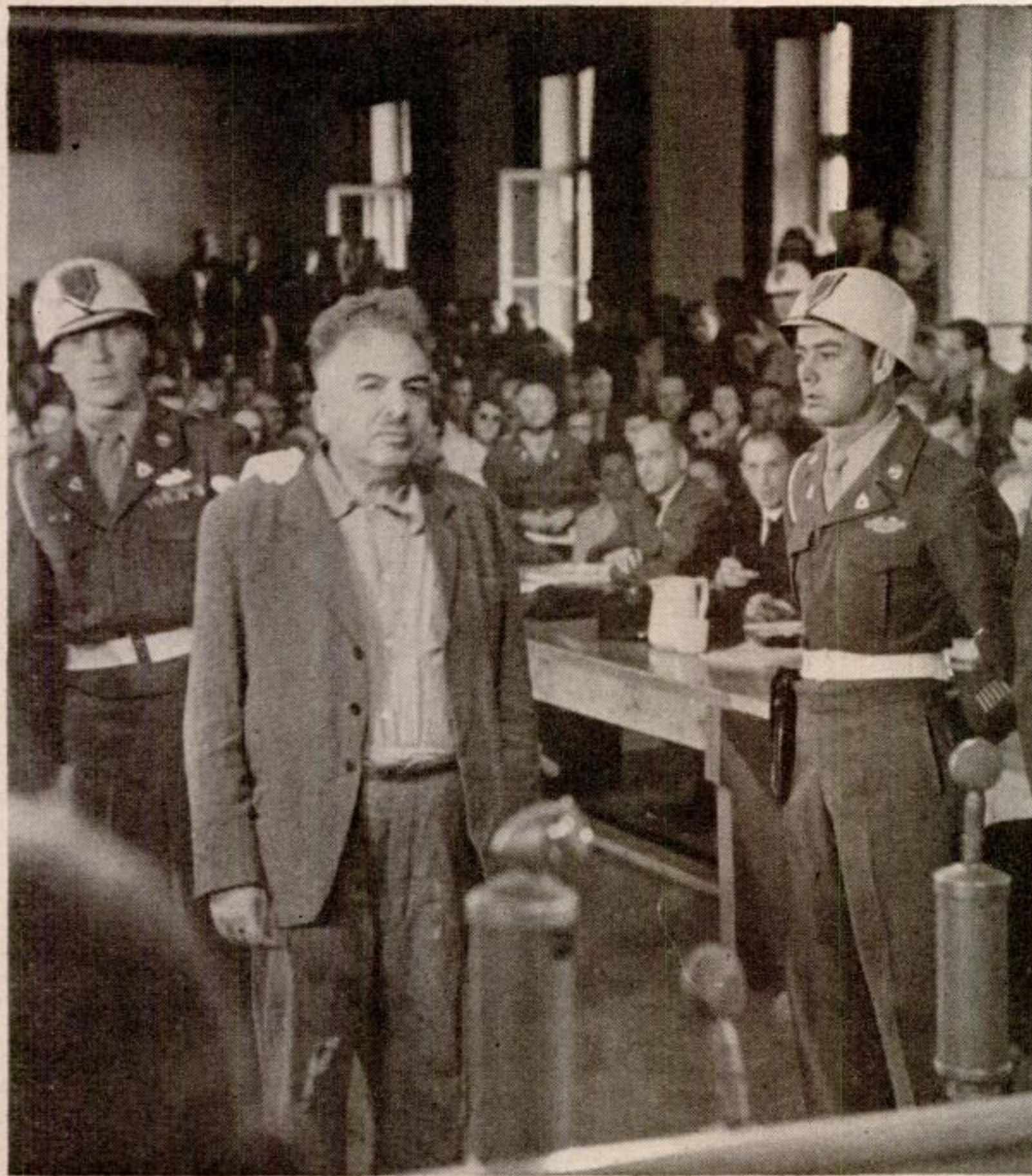
3 HOWL! If you ask for Birds Eye and don't get Birds Eye, **HOWL**—but *loud*! Don't believe that old saw that other brands of quick-frozen foods are the “same-as” Birds Eye! There's *only one* Birds Eye quality—with money-back guarantee!



LIFE IMPRISONMENT: ILSE KOCH WAS AT ONE TIME "CO-COMMANDANT" OF THE CAMP



LIFE IMPRISONMENT: JOSIAS ZU WALDECK WAS CONFIDANT OF HITLER



LIFE IMPRISONMENT: DOCTOR KATZEN-ELLENBOGEN IS A FORMER AMERICAN CITIZEN



HANGING: HANS SCHMIDT IS SUFFERING FROM A NERVOUS BREAKDOWN

THE GUILTY

The butchers of Buchenwald hear
the stern judgment of civilization

Buchenwald was among the worst of the Nazi concentration camps. Fifty-three thousand prisoners there were killed in the gas chambers and burned in the crematorium. Others were tortured and subjected to sadistic medical experiments.

Last week a U.S. war crimes court in Germany pronounced sentence on the guilty camp officials. Twenty-two will be hanged, five will be imprisoned for life. Four others were given lighter sentences.

In this awful rogues' gallery was one woman, Ilse Koch, (*top, left*), widow of a Buchenwald commandant. One of the charges against her stated that she ordered specific prisoners killed so that she could have their tattooed skins for lamp shades and gloves. But she pleaded that she "saw no evil, heard no evil, spoke no evil." Also, to play on the judges' sympathies and escape hanging, she got herself pregnant. Her sentence: life imprisonment.



BULLS IN STREET Big event in the poverty-stricken life of Pamplona, Spain is the Fiesta of San Fermin. For a week gay blades stay up all night dancing and drinking, then gather at 7 o'clock in the morning

for the *encierro*, the bull run. Yelling and jostling, they lead the bulls in a mad dash through the street (above) toward the bullring. Last month's fiesta was such a gay affair that almost nobody noticed when two of the *encierro* runners were killed by the bulls.



SCOUTS ABROAD At world jamboree of 30,000 Boy Scouts at Moissan, France an American Indian, Earl Old Person (right), got writer's cramp signing autographs. Here he chats with Robert Drummond of Glasgow.



SPEEDBOAT RACE On Aug. 10 400,000 people lined Jamaica Bay in New York to see Guy Lombardo defend the International Gold Cup, top prize of speedboat racing. It was a bad day for speedboats, particular-



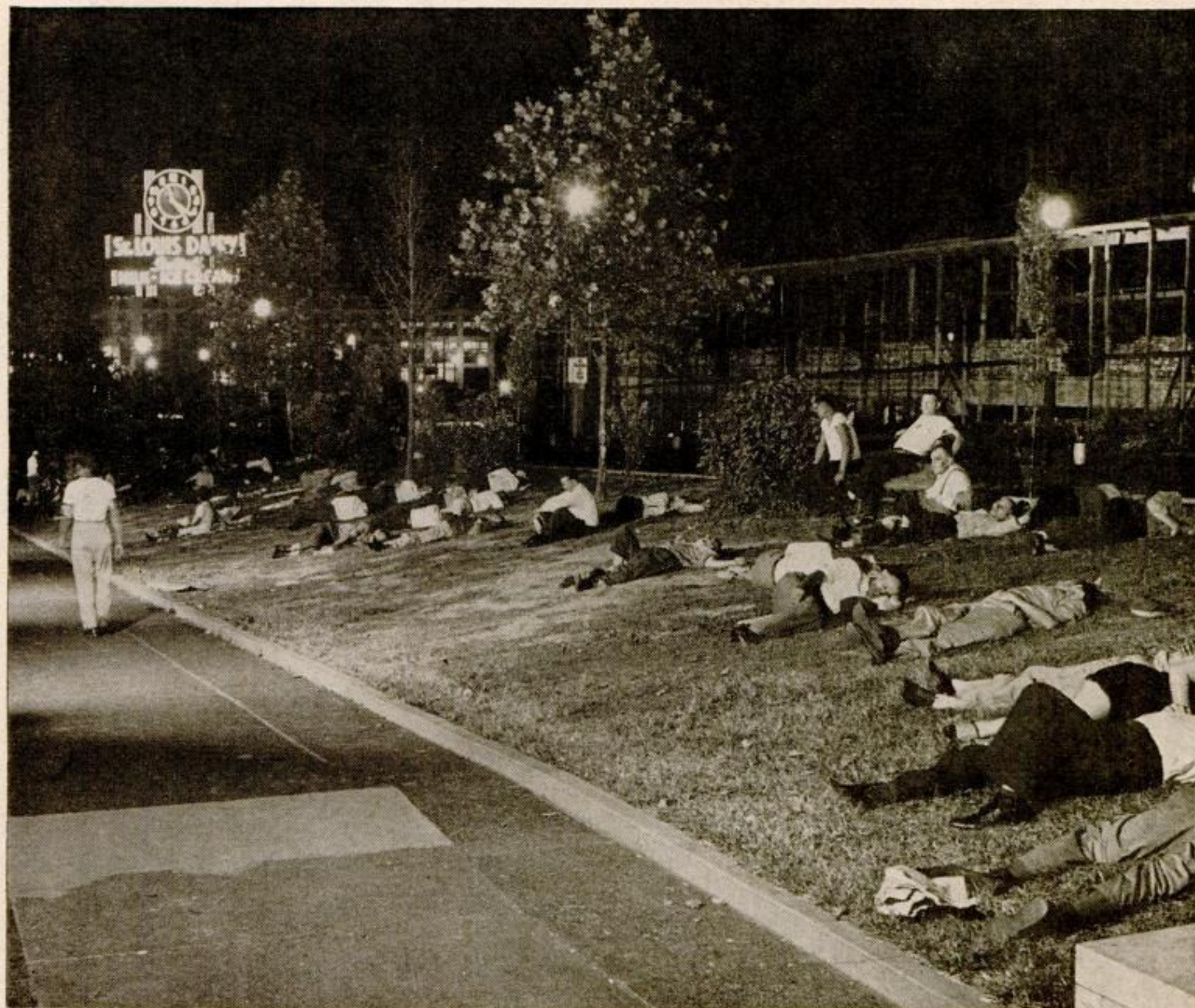
PEACEFUL SALERNO In 1943 Italy's Salerno Beach was red-
dened by the blood of 3,500 U.S. soldiers
who were killed or wounded as the Allies secured a beachhead on the Europe-
an continent. Now it is a vacation spot, especially popular with Italy's older lit-
erary set. The bearded poet above uses it for atmosphere while reading his odes.



BRAWL IN CLEVELAND Around 55th Street on Cleveland's East
Side migrants live a flophouse existence
and there are street fights nightly. At 2:30 a.m. on Aug. 7 a cruising photog-
rapher saw two teen-age girls giving each other what-for and took the above
picture. Then spectators, who resented the interruption, smashed his camera.



ly Lombardo's. When a floating object stove a hole
in the bandleader's *Tempo VI*, he placed no better
than runner up in the second 30-mile heat (above),
did not finish the third heat. Winner: *Miss Peps V*
(left), driven by Danny Foster, an ex-fighter pilot.



HEAT IN ST. LOUIS Last week the
U.S. gasped,
choked and sweated. It was too hot to do anything
else. In Detroit auto workers walked off assembly
lines. In Washington government clerks were sent

home. In St. Louis, where there had been 66 heat
deaths since July 30, people fled their bedrooms.
All night long some of them sprawled on the grass of
Aloe Plaza (above) opposite Union Station, napped
fitfully and waited for a breeze that did not come.



THE DOLL is 14 inches high. Her long hair can be brushed and braided. She is "warm and snuggly" because of "Magic Skin." will stand washing. Layette includes sacque and diaper.



SHOPPING CROWDS jam Baby Sparkle Plenty counter at Gimbel's. Store advertisements say, "Nobody but nobody but Gimbel's has Sparkle Plenty."

SPARKLE PLENTY

The daughter of B.O. Plenty and Gravel Gertie becomes a doll and starts to set sales records

In his comic strip *Dick Tracy* Chester Gould has created a repulsive gallery of characters which includes such figures as Flattop, The Brow and The Mole. Last year Gould married off two of his unseemly personalities, B. O. Plenty, an unkempt, smelly old criminal, and Gravel Gertie, a banjo-playing dervish who lived in a gravel pit. Two months ago this grotesque couple amazed Gould's public by producing a beautiful child named Sparkle. Her dazzling eyes and hip-length blond hair immediately won the hearts of *Dick Tracy's* 26 million readers.

Among them was an ex-all-American football player named William M. McDuffee, manager of the toy department of Gimbel's, one of the largest department stores in the U.S. McDuffee reasoned that because of the popular comic strip a Baby Sparkle Plenty doll would need little advertising or promotion. McDuffee took his idea to the Ideal Toy and Novelty Co. Forty-eight days later, the production of Baby Sparkle Plenty dolls began. On July 28 they went on sale. At a stiff \$5.98 apiece, 10,000 sold in the first five days. Sales in the next two weeks zoomed to 22,000. At this rate more Baby Sparkle Plentys will be sold in the last five months of this year than all other types of doll put together. McDuffee, who knows a good thing when he has it, is getting ready to bring out a Baby Sparkle Plenty cradle and a Gravel Gertie banjo.



MOTHER AND FATHER, B. O. Plenty and Gravel Gertie, were married on July 18, 1946 while *Dick Tracy*, a good friend of theirs, stood by. To the minister's traditional question (above) B. O. answered, "Why shore."



ARRIVAL of their baby was a "natural" to the cagey editors of new fictitious picture magazine called *Glance*. The mother caught pneumonia right after the baby was born and had to go to the hospital. She later recovered.



FIRST PICTURES of the amazingly beautiful baby were published in *Glance's* first issue in June. With this circulation builder the issue "sold" 5 million copies, nearly as many as *LIFE* does after 10 years (5,300,000).



Copyright, The American Tobacco Company

"Loading for Market," painted by Clarence Carter

FINE TOBACCO is what counts in a cigarette

"At market after market, I've seen the makers of Lucky Strike buy fine tobacco that smokes up mild, cool and fragrant."

—*Sidney Currin, 10 years an independent tobacco warehouseman.*

"Year after year, I've seen the makers of Lucky Strike buy ripe tobacco—smooth, fine tobacco."

—*J. A. Walker, 27 years an independent tobacco buyer.*

"At auction after auction, I've seen the makers of Lucky Strike buy fine tobacco—ripe, mellow leaf."

—*J. M. Ball, 31 years an independent tobacco auctioneer.*



and Lucky Strike
means **FINE TOBACCO!**

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw



Roblee

SHOES FOR MEN

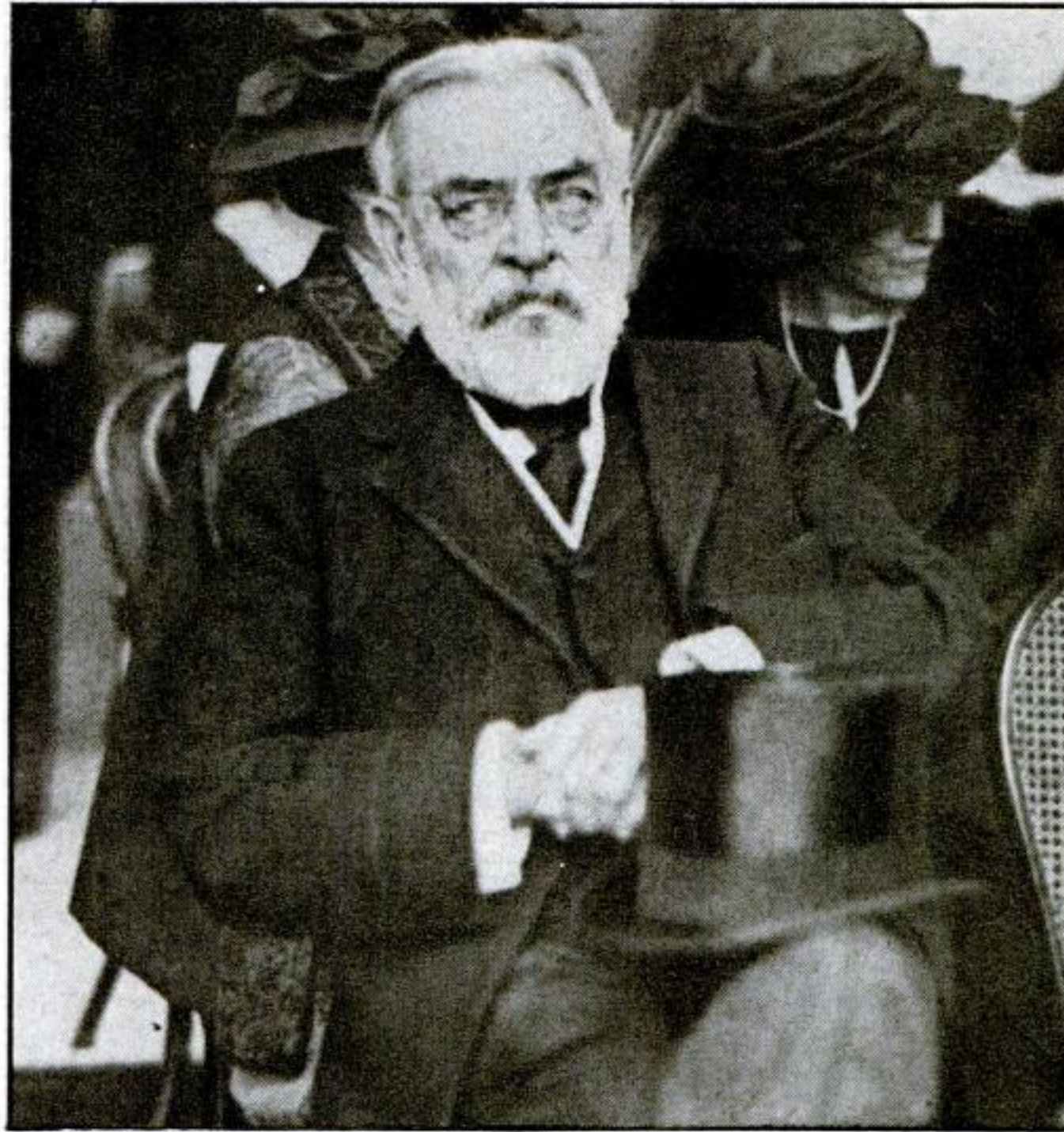
CAMPUS MOCCASINS



Here are shoes that are standouts for style and quality. Fine plump leathers plus the most painstaking craftsmanship. Designed for comfort, built brawny for rugged wear. Right for work or leisure, indoors or out.

8⁹⁵ to 12⁹⁵

Roblee Division
Brown Shoe Company, St. Louis



ROBERT LINCOLN WAS PRESIDENT OF THE PULLMAN COMPANY

Where Are the LINCOLN PAPERS?

Not in the Library of Congress. Did his son burn them after all?

by STEFAN LORANT

Lincoln scholar, author of Lincoln, His Life in Pictures

AT 12:01 on the morning of July 26, 1947 a group of 25 professors and authors assembled in the Library of Congress in Washington. All scholars of Abraham Lincoln, they had come to witness the opening of a huge collection of his papers, executive memoranda and correspondence. The President's son, Robert Todd Lincoln, had left them to the library with the proviso that they not be opened until 21 years after his death. For a swarm of photographers the library put on one of the biggest publicity stunts in its history.

The experts, rushing to the index cards, looked for items which might reveal some of the undocumented phases of Lincoln's life. One scholar turned quickly to the letter "R" to see whether there was any correspondence between Ann Rutledge and Lincoln shedding light on their

"romance." No, there were no letters from Ann Rutledge. Others examined the letters of Edwin Stanton, Lincoln's War Secretary, searching for evidence to prove or disprove some scholars' charges that he was involved in Lincoln's assassination. Not a trace was found.

In short, the scholars learned that the collection comprised 18,350 items. But they found with dismay that almost all the letters and documents relating to Lincoln's personal life were missing. There was only one letter written by Lincoln to his wife, a well-known one printed half a century ago by Nicolay and Hay in their *Complete Works of Abraham Lincoln*. There was not one letter from Mary Todd to her husband. What then has happened to these papers?

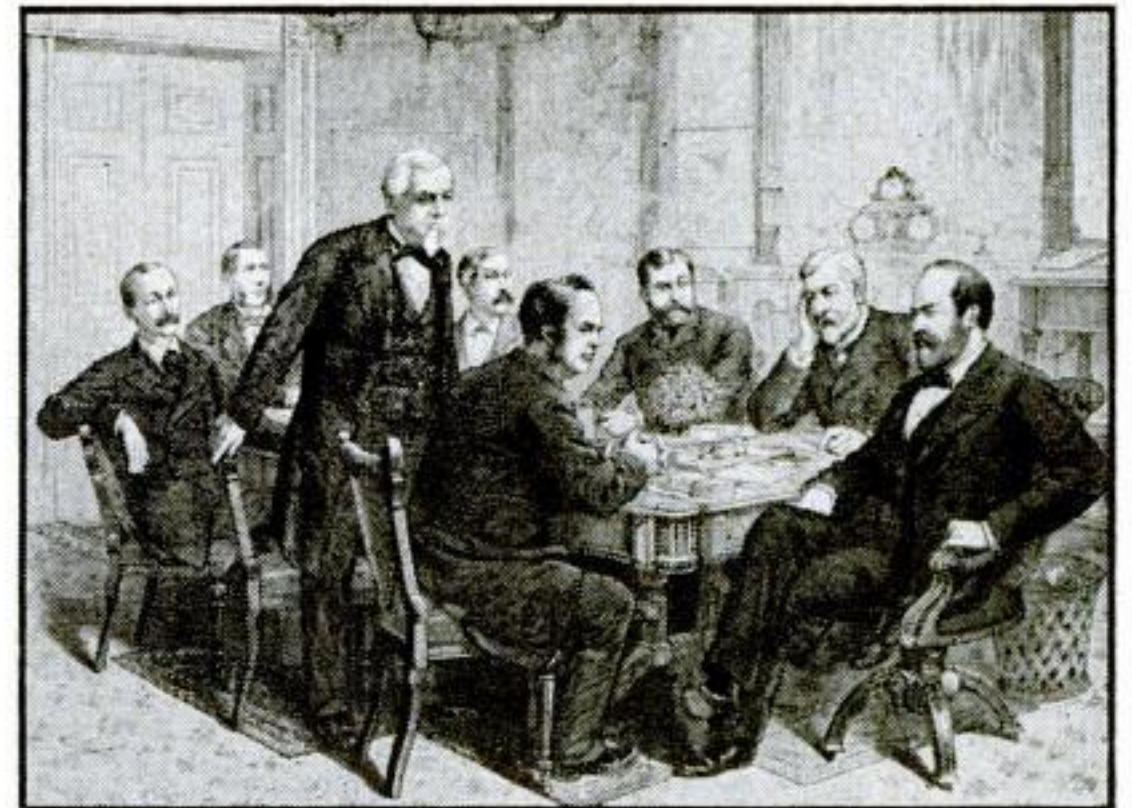
The 18,350 letters and documents which Robert Todd Lincoln left to



LINCOLN'S SONS were William (*left*), who died at 12, Tad (*center*), who died at 18, and Robert Todd, who lived to be 81.



YOUNG ROBERT was criticized for delay in leaving Harvard for the Army.



IN GARFIELD'S CABINET Robert Lincoln was Secretary of War. Garfield is at far right and Lincoln is third from right.

BAR-B-KEWED Roasts that dreams are made of...



Juicy, tender, tantalizing roasts... deep-golden crusted steaks and chops, brimful of flavor... This is the way meats were meant to be cooked, with radiant, charcoal-type heat, the ESTATE BAR-B-KEWER way!



and Devils Food to tempt angels

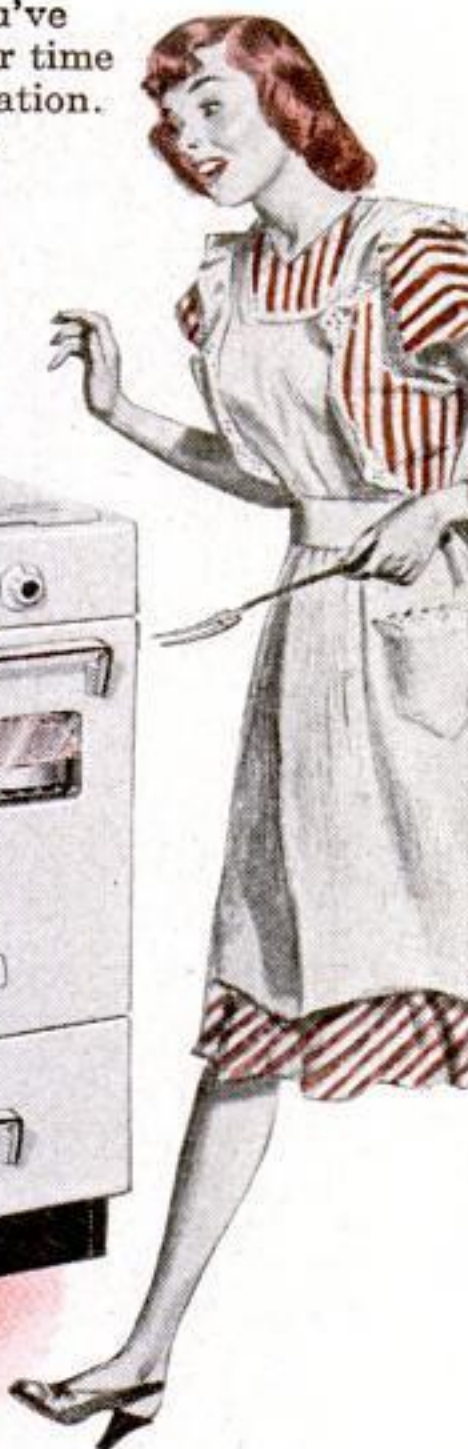
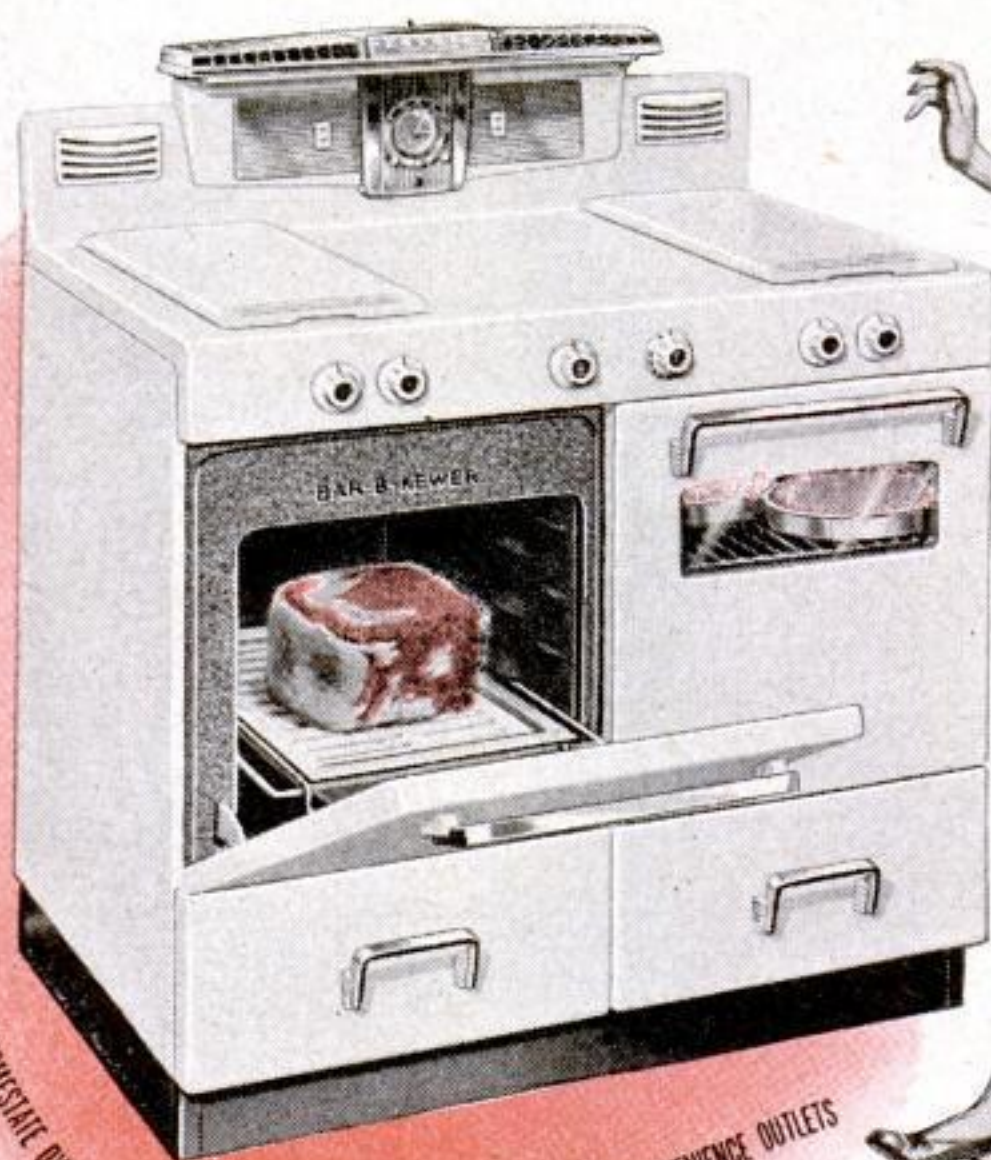


Miracle of miracles... at the same time the roast is reaching its savory peak in the Bar-B-Kewer, your cake is browning in its own big, separate baking oven. M-m-m, the divine fluffy cakes you get with the even, controlled temperatures of the Balanced-Heat baking oven—and you get the praise!

WHISKED UP TOGETHER

in a Woman-Wise Range...

That's only the beginning of the wonderful things you'll do with your new-as-tomorrow, fully automatic ESTATE Range. For over 100 years ESTATE has been making the finest in ranges—this is the masterpiece, the range you've dreamed of and now can own. It will save your time and energy—add glory to your kitchen reputation. See it—your ESTATE dealer has it—you can't be satisfied with less.



Keep spring in your kitchen
and spring in your step with

ESTATE

Gas and Electric Ranges

ESTATE Heatrola Division
Noma Electric Corporation
Hamilton, Ohio



DR. BUTLER, then Columbia president, was a friend of Robert Lincoln.



SENATOR BEVERIDGE died a year after Lincoln, never saw the papers.

LINCOLN PAPERS CONTINUED

the Library of Congress were taken from the White House files a few days after Abraham Lincoln's assassination. On April 27, 1865, Robert Todd Lincoln wrote to a friend: "At some time within the next three or four years, I propose, in conjunction with the secretaries and one or two friends of my father, on whose judgment I rely, to open the boxes and glean out what's useless and to classify the remainder in some sort."

Some years later Robert Todd Lincoln carried out his promise. He put most of the papers—but not all of them—at the disposal of John G. Nicolay and John Hay, his father's private secretaries, who were to write the definitive biography of Lincoln. John Hay was a boyhood friend of Robert Todd Lincoln, willing to please him. Anything Robert Lincoln desired to be unsaid, he omitted from the manuscript. Both Hay and Nicolay admitted frankly that they were most anxious to execute Robert Todd's wishes. Thus on Jan. 27, 1884 John Hay sent a letter to Lincoln's son asking him to read over the chapters embracing the first 40 years of his father's life. "I write now to request that you will read with pencil in your hand and strike out everything to which you object. I will adopt your view in all cases whether I agree with you or not." Reading Nicolay and Hay's 10-volume work, *Abraham Lincoln, a History*, one gets the impression that Robert Todd Lincoln must have used up quite a few pencils. It has more than 4,000 pages. Only about 300 deal with the first 40 years of Lincoln's life.

Guardian of his father's reputation

THE question whether Lincoln's mother was born out of wedlock, for example, is glossed over in this single paragraph: "Mrs. Lincoln's mother was named Lucy Hanks; her sisters were Betty, Polly and Nancy who married Thomas Sparrow, Jesse Friend and Levi Hall. The childhood of Nancy was passed with the Sparrows, and she was often called by their name rather than by her own."

The two secretaries do not explain why Nancy was called Hanks when her mother's maiden name was also Hanks. Did her mother have a husband? If she had, was his name Hanks as well? Nicolay and Hay, under the eager surveillance of Robert Todd, evaded this question.

Robert Todd was very sensitive about the humble origin of his father. He felt that he was the guardian of his father's reputation, and he had his own notions as to how future generations should remember Lincoln. It was said of him that he "had so great reverence for his father's memory that he spent his life under what was substantially an inferiority complex. He used to say that he was not Robert Lincoln but Abraham Lincoln's son. 'No one wanted me for Secretary of War,' he remarked, 'they wanted Abraham Lincoln's son. No one wanted me for Minister to England, they wanted Abraham Lincoln's son. No one wanted me for president of the Pullman Company, they wanted Abraham Lincoln's son.'"

As the years passed and he advanced in age, the documents seemed to become the central point in his life. Whenever he left Washington for his summer home in Manchester, Vt., he always took the trunks of papers with him.

One of the men who desired to know what the trunks contained was Albert J. Beveridge, the Republican senator from Indiana.

CONTINUED ON PAGE 48



1. Artful Art, the artist, is a painter of renown
Who picks the Pennsylvania every time he comes to town.
Says Art: "They surely make an art of hospitality.
They *really* treat me like a guest, which *really* pleases me!"



2. *This portrait of the artist is one of his favorite poses,*
For Statler beds are far more soft than any bed of roses.
Eight hundred thirty seven springs—a sleep-producing number—
Float Art to rest on what he calls, "A Masterpiece of slumber!"



3. Now see the artist rising up, like Venus, from the waves.
"This Statler bath's a seascape that is tops with me," he raves;
"The floods of steamy water and the soap that keeps me clean,
The piles of towels, snowy-white, all make a perfect scene!"



4. "Just eat a Pennsylvania meal, and then you'll know it's true
Their skillful chefs, without a doubt, are noted artists, too.
Their meats, desserts, and salads make me eat without restraint.
With Pennsylvania food around, I'd rather eat than paint!"



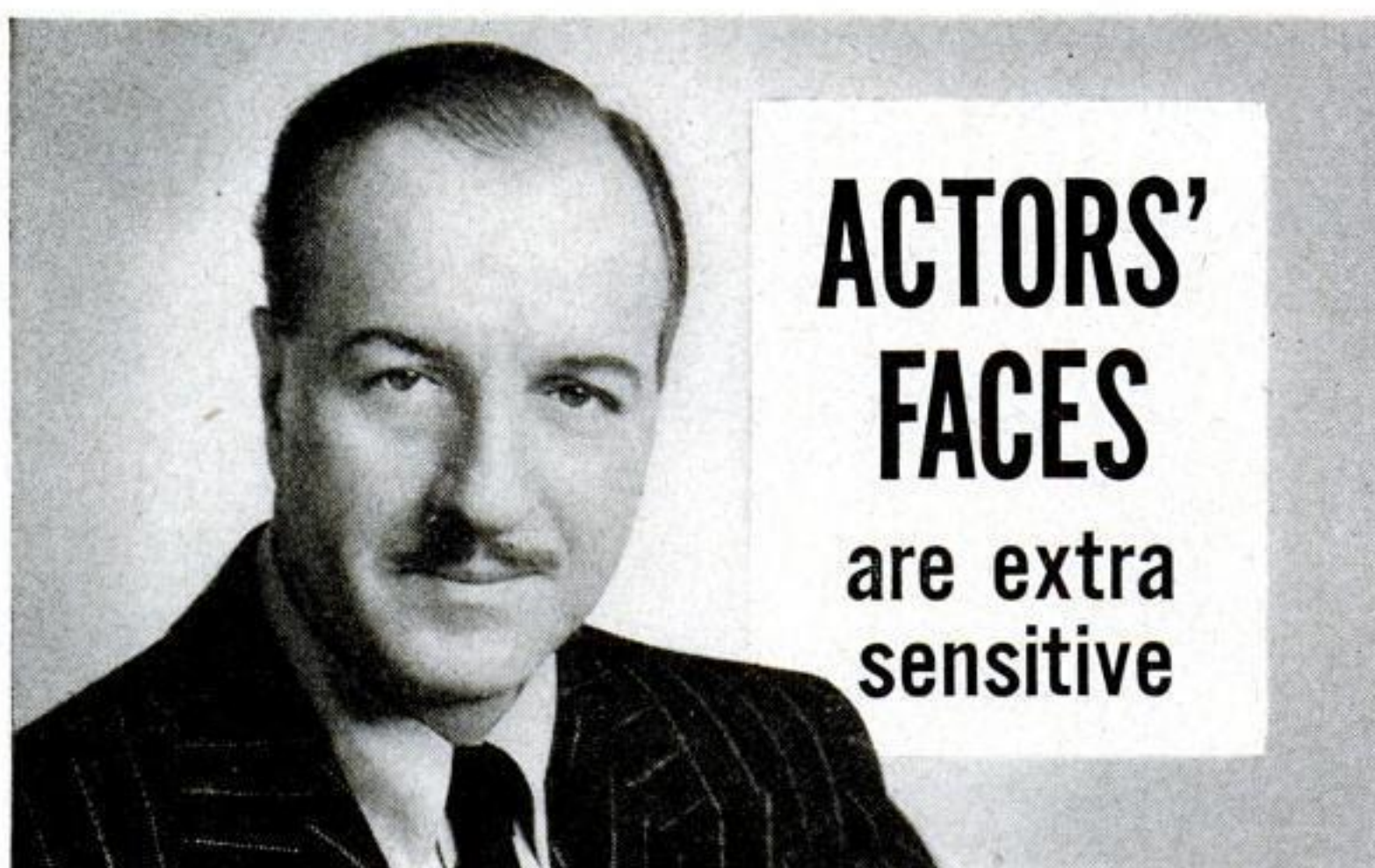
5. Adds Art: "The swell location here is something else you'll like.
To shops or shows or business you won't have a lengthy hike.
The Pennsylvania's centered in the heart of New York City,
So when you stay at *this* hotel, you're really sitting pretty!"



HOTELS-STATLER IN BOSTON • BUFFALO • CLEVELAND
DETROIT • ST. LOUIS • WASHINGTON

STATLER-OPERATED HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
NEW YORK PITTSBURGH

P. S. Here's a tip for your trip! Try to plan your visit to a Statler for Friday, Saturday, or Sunday—that's when you'll have the best chance of getting the kind of accommodations you want!



ACTORS' FACES
are extra sensitive

—that's why Louis Calhern shaves with soothing WILLIAMS

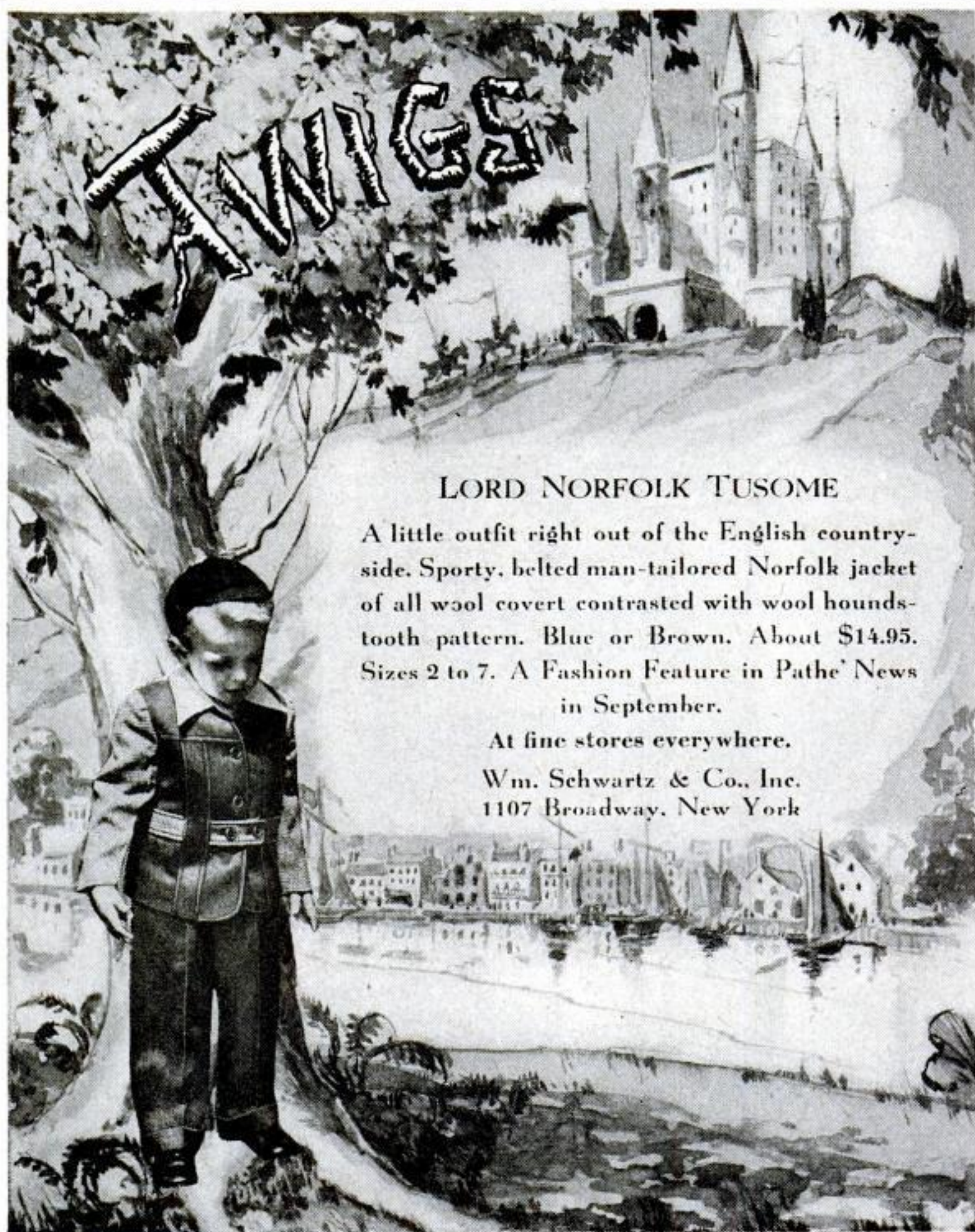
LOUIS CALHERN, famous Broadway and Hollywood star, says: "Rubbing off stage make-up has made my face tender, so I always use Williams Shaving Cream. It never irritates."

Smooth, easy shaves

Williams gives you the benefits of over 100 years' experience in manufacturing fine shaving preparations. It's made from top-grade, mild ingredients, put together as carefully as a doctor's prescription.

Your choice of lather or brushless—Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.

Rich and super-soaking, Williams lather wilts whiskers *completely* limp—lets you shave closely and evenly without pull or scrape. Get a tube today. If you prefer a brushless shave, try the new heavier, richer Williams Brushless Cream.



LORD NORFOLK TUSOME

A little outfit right out of the English countryside. Sporty, belted man-tailored Norfolk jacket of all wool covert contrasted with wool houndstooth pattern. Blue or Brown. About \$14.95. Sizes 2 to 7. A Fashion Feature in Pathe News in September.

At fine stores everywhere.
Wm. Schwartz & Co., Inc.
1107 Broadway, New York

When he had completed his monumental biography of John Marshall and was ready to embark on a critical *Life of Lincoln*, he asked Robert Todd for the privilege of examining his father's papers. He had learned that there were a great number of private and family letters in Robert Todd Lincoln's possession which Nicolay and Hay had omitted from the *Complete Works*. Those were the papers he desired to see.

In Robert Todd Lincoln's opinion there was no more need for further biographies. Therefore he declined Beveridge's request. He was apprehensive that the Indiana senator might put the spotlight on a few happenings in his father's life which Robert Todd Lincoln believed should be left in the dark.

In 1923 Beveridge turned to Nicholas Murray Butler for help. He asked the president of Columbia University, who was on friendly terms with Robert Todd Lincoln, to intervene. Butler used all his persuasion but Lincoln's answer was a definite "no."

By that time all the Lincoln papers that were opened this year had been deposited in the Library of Congress. They had been there since May 7, 1919 and were formally deeded to the library by Robert Todd Lincoln on Jan. 23, 1923, upon the conditions "that all of said letters, manuscripts, documents and other papers shall be placed in a sealed vault or compartment and carefully preserved from official or public inspection or private view until the expiration of 21 years . . . from the date of my death."

But the papers which Robert Todd deposited in the Library of Congress did not contain all the Lincoln letters. This is proved by a later incident which Dr. Butler relates in his autobiography. When he returned from Europe in 1923 Butler went for a vacation to Manchester, Vt.

"I had hardly reached the hotel," Butler writes, "when Horace G. Young, a friend of Mr. Lincoln and a former banker at Albany, N.Y., came to see me in a great state of excitement.

"You must see Robert Lincoln at once!" he said. "You are the only person who has any influence with him. He is going to burn a lot of his father's papers. For God's sake, see him at once!"

"... On the following morning I went to his house to pay my respects and have a chat after a considerable absence abroad, during which time President Harding had died and Calvin Coolidge had succeeded to the presidency.

"Lincoln was sitting in front of a comfortable wood fire, since the morning was chilly, reading a newspaper.

"After we had talked together for a time, on glancing about the room I saw an old-fashioned trunk which was standing near one of the bookshelves.

"That looks as if you were going to travel," I said. "Where is it to be this time?"

"Oh, no," he said, "I am not going anywhere."

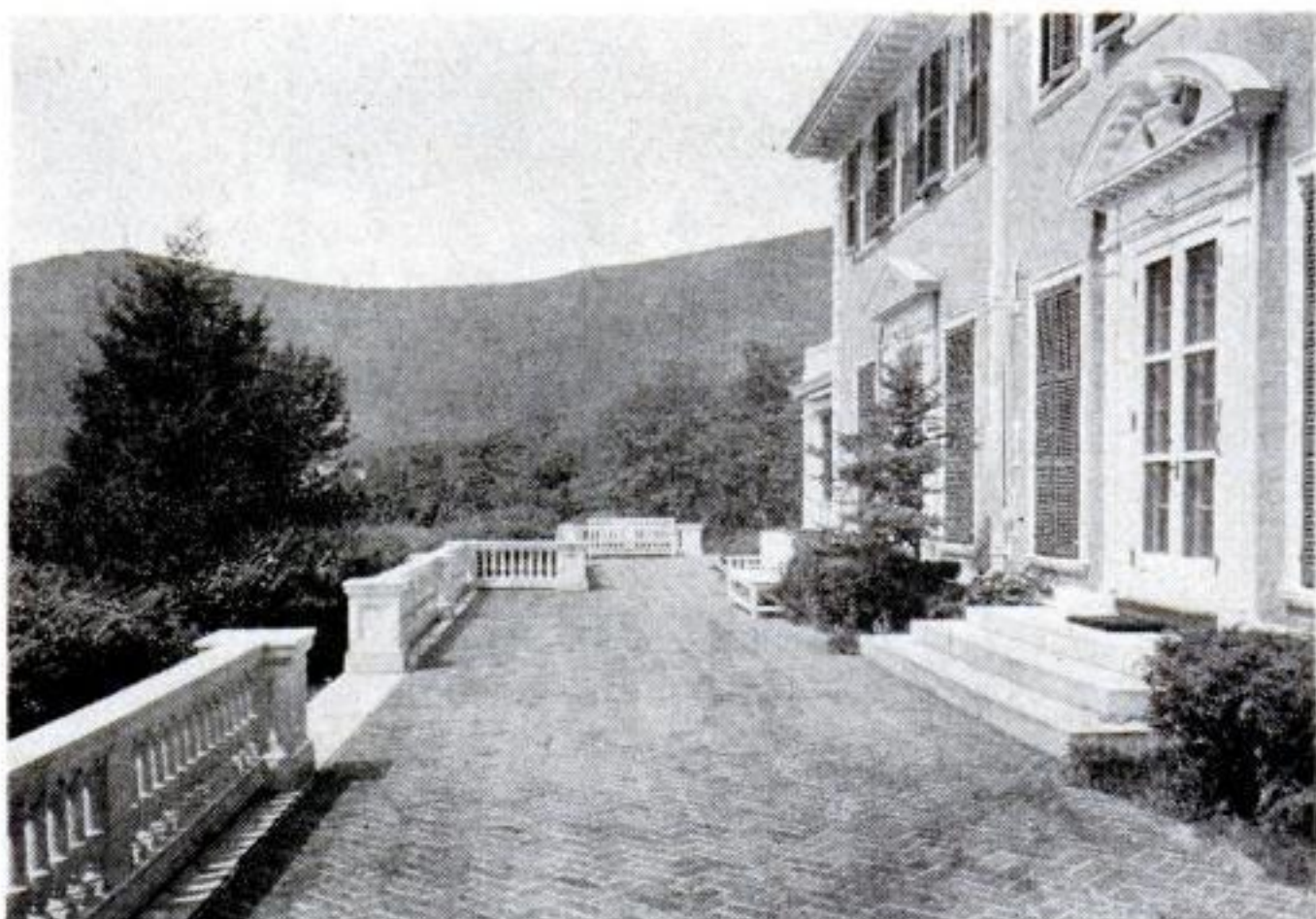
"That trunk looks as if you were going somewhere," I retorted. "What is that doing in the library?"

"Well," said Lincoln quietly, "it contains only some family papers which I am going to burn."

"What! . . . Burn your family papers! Why, Robert Lincoln, those papers do not belong to you. Your father has been the property of the nation for 50 years, and those papers belong to the nation. That you should destroy them would be incredible. For heaven's sake, do not do anything like that!"

"There followed a very excited and indeed difficult conversation, extending over an hour. I drew a long breath, however, when at its

CONTINUED ON PAGE 51



THE SUMMER HOME where Robert Todd Lincoln may have burned his father's papers was a mansion overlooking the Green Mountains of Vermont.



Victrola
radio-phonograph 65U
plays on AC.

You spend less...
get more!

this compact table set has automatic record changer
and the famous "Golden Throat"!

More fun! Twelve 10-inch or ten 12-inch records are changed automatically—you enjoy almost an hour's concert or dance. No needles to change—the "Silent Sapphire" pickup is permanent. So light, so safe—records sound better, last longer.

More features! For 48 years "Victrola"—the world-famous RCA Victor trade mark—has been the symbol of the finest in recorded music. In this table model Victrola radio-phonograph you have the advanced engineering, the master craftsmanship you naturally expect from this world leader in radio and electronics. It's an outstanding value, with the true, clear beauty of the famous "Golden Throat" tone system. Listen to RCA Victor's new album of hits from *The Student Prince*, and judge for yourself! At your RCA Victor dealer's now.

Many more models, too! From the pocket-size "Personal" radio to the magnificent *Crestwood* series of radio-phonographs! Shown at left is one of many superlative table radios; gets overseas as well as domestic programs, has tone control, place for phonograph attachment, and the exclusive "Golden Throat" tone system.



RCA Victor 66X3
in fine walnut-finish cabinet.
Also available in smooth
walnut or ivory-finish plastic.



The Golden Throat

Finest Tone System in
RCA Victor History...

This symbolizes the "Golden Throat"... RCA Victor's exclusive 3-Way Acoustical System. It is explained technically in an illustrated booklet attached to RCA Victor instruments.

Tune in Robert Merrill, singing "Music America Loves Best" ... Sundays, 2 PM EDT, on NBC.



ONLY RCA VICTOR MAKES THE VICTROLA
"Victrola"—T. M. Reg. U. S. Pat. Off.

RCA VICTOR
DIVISION OF



RADIO CORPORATION OF AMERICA

KINSEY'S SEPTEMBER CALENDAR

S	M	T	W	T	F	S
 Today is Labor Day ...no labor today!	1	2 	3	4	5 Sam Houston made first pres. of Texas, 1836.	6  Worst incendiary raid hits London, 1940.
7  Corbett outboxes John L. for hvywt. title, 1892.	8 St. Augustine, oldest U. S. town, founded 1565.	9 Nieuw Amsterdam r New York by British	10 televized play, 1928. Gosh! What next?	11	12  Thirty days hath Sept., Apr., June & my uncle!	13 2-way radio car 1st used 1934. Calling all cops!
14 Harvard founded, 1638. Who losted it?	15  Patent issued for "gasolene auto," 1895.	16 Act establishes Mint, 1786. A money maker!	17 N. Y. Times makes debut 1851. Whaddyaread?	18	19 Washington delivers Farewell Address, 1796.	20  Patent leather first m'd., 1818. Slick, huh?
21  Goodby Summer, Hello Fall!	22 85th Anniversary of Emancipation Proclam.	23  First baseball club. Knick'bockers, org. 18	24	25 Columbus starts second trip to New World, 1493.	26  Balboa discovers Pacific, 1531. Who c'd miss it?	27 Axis pals sign pact, 1940. With poison pens?
28 Brigham Young appointed Governor of Utah, 1850.	29  Regular Army estab., 1787 Hut, two, three, haw!	30 Ether first used as anaesthetic, 1846.	<div>NEW NEIGHBOR BECOMES OLD FRIEND (IN 3 ACTS)</div> <div>    </div>			

Copyright 1947 Kinsey Distilling Corp.

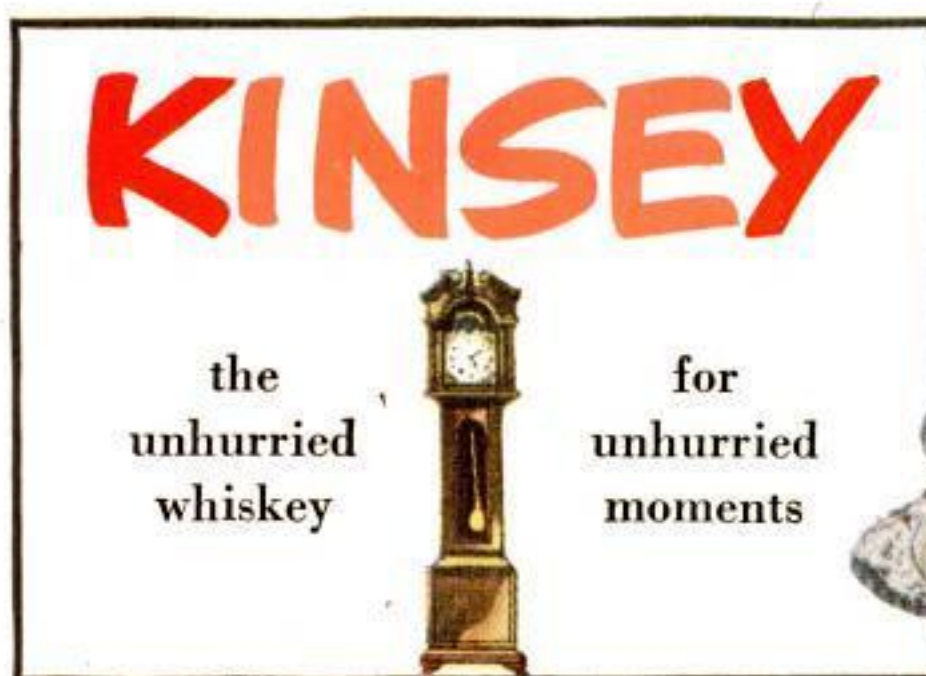
Of all the drinks that go with Fall,
Kinsey Sours are best of all!

September's just the time to discover how wonderful whiskey sours can *really* be... if'n' when they're made with Kinsey, the unhurried whiskey for unhurried moments. Here's how:



Juice of $\frac{1}{2}$ lemon... $\frac{1}{2}$ teaspoon of powdered sugar... 2 oz. of Kinsey Whiskey. Shake well with cracked ice and strain into glass. Fill with soda, and decorate with slice of lemon or cherry.

Quite a delight! But then, Kinsey's superbly smooth, delicious flavor makes *any* drink taste better. Try it tonight and see for yourself!



BLENDING WHISKEY
86.8 Proof, 65% Grain Neutral Spirits. Kinsey Distilling Corp., Linfield, Pa.



Since 1892

LINCOLN PAPERS CONTINUED

close, Lincoln said, 'All right, but no one must see them while I live.' . . ."

Some Lincoln scholars are inclined to doubt this account. Carl Sandburg calls it a "lurid" story. How could Robert Todd Lincoln burn his father's papers "when the simple fact was that in 1919 he had deposited them in the Library of Congress, and they had signed a receipt for eight trunks of those papers."

Dr. Butler, asked to check his memory of the incident, said last week that he was positive the date was 1923. So the answer to the problem depends on which is correct, Mr. Sandburg's reasoning or Dr. Butler's memory. But Dr. Butler's memory is corroborated.

The Equinox House, at which Dr. Butler stayed on his visit to Manchester, has changed hands since 1923, but the former owner, Mrs. George Orvis, is still living in Manchester. She has this to say: "Although the records of the hotel of that period have long since been destroyed, I am practically certain that the incident between Butler and Lincoln over the papers happened when Senator Beveridge was making his one and only trip to Manchester, and that it was in August 1923." Mrs. Orvis recalls that Dr. Butler "came back to the hotel one day and told me how discouraged he was over Robert Todd Lincoln's threat to destroy some papers concerning his father and how he tried to persuade him not to."

Another witness to this date is Dr. C. M. Campbell, who was the personal physician of Robert Todd Lincoln during the last 15 summers of his life. The doctor clearly remembers a scene, which his memory fixes as taking place in the summer of 1923: "I always stopped by the Lincoln house between 11 o'clock and noon," he says, "and one day when I went up the driveway Dr. Butler and Frank Lowden were leaving the house. When I went into the house, I found Lincoln greatly agitated and angry. He said, 'By God, he won't get them; I'll do something first!'"

There is still one more piece of corroborative evidence. This is from a friend of the late Horace G. Young, president of the Delaware & Hudson Railroad, who says, "A few years before Mr. Lincoln's death, Mr. Young went as usual to visit him at Mr. Lincoln's home in Manchester, Vt. On arriving at the house he found Mr. Lincoln in a room surrounded by a number of large boxes and with many papers scattered about the floor, and with the ashes of many burnt papers visible in the fireplace. Mr. Young asked Mr. Lincoln what he was doing, and Mr. Lincoln replied that he was destroying some of the private papers and letters of his father, Abraham Lincoln."

When Mr. Young remonstrated with Robert Lincoln, the President's son said that he was burning "the documentary evidence of the treason of a member of Lincoln's cabinet, and that he thought it was best for all that such evidence be destroyed." Robert presumably meant Secretary Stanton. It was then that Mr. Young appealed to Dr. Butler, with the results that Dr. Butler described.

So there remained only one more question to ask to determine whether or not the personal papers of Lincoln are still missing. Were these papers finally added to the ones which Robert Todd Lincoln deposited in the Library of Congress in 1919? If not, they are still lost, somewhere, or were indeed destroyed. Last week the Library of Congress was asked whether or not they received any Lincoln papers after 1919. This is their telegraphed answer:

"1919 WAS THE LAST DATE LIBRARY OF CONGRESS RECEIVED ANY PAPERS FROM ROBERT T. LINCOLN OR HIS ESTATE."



PAPERS WERE OPENED in a Library of Congress room by Dr. C. Percy Powell. Present were scholars, reporters, broadcasters and 16 cameramen.

Edwards

"BRUZERS"

Rugged Shoes for ACTIVE little "fellas"

If your little "fella" is extra hard on his shoes, then try Edwards "BRUZERS." Here are rugged shoes to take more than their share of scrapes, kicks and scuffs!



RAW CORD SOLES
 SUPER-TOUGH! NON-SKID!
 SUPER-THICK! DAMP-PROOF!
 ... mean extra protection for your child ... and extra wear, too.



SCUFF PROOF TIP



BROWN CUB-MOC



WHITE & BROWN SADDLE

AVAILABLE NOW

Edwards "BRUZERS" are sold in better stores from Coast to Coast. Visit your nearest Edwards dealer, or write us for name and address of the Edwards store nearest you.



Edwards
SHOES FOR CHILDREN



TESTED AND COMMENDED BY PARENTS' MAGAZINE

REPLACEMENT OF A RETURN OF MONEY
 Guaranteed by
 Good Housekeeping
 NOT AS ADVERTISED THEREIN

ADVERTISED
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 MEDICAL
 ASSOCIATION
 PUBLICATION

Edwards 314-22 N. 12th Street, Philadelphia 7, Pa.



TWO ROMAN SHOESHINE BOYS, PASQUALE (LEFT) AND GUISEPPE, BEGIN THEIR SHORT ROAD TO RUIN BY SELLING A BLACK-MARKET BLANKET TO A GREEDY PALMIST

NEW ITALIAN FILM WILL SHOCK THE WORLD

Shoeshine is the cryptic title of an Italian film which will act on U.S. audiences like a punch in the stomach. Like the brutal *Open City* (LIFE, March 4, 1946), which depicted the anti-German underground in Rome, it paints a gloomy picture of dead morality and miserable avarice in a crumbling, war-weakened civilization. The main figures are two ragamuffin bootblacks of peacetime Rome. Caught in the hopeless web of poverty, their parents either dead or too weary to provide for them, they deal without conscious evil in the black market, are caught and sent to jail. A disintegrating society offers them neither hope nor understanding; corrupt judges and lawyers, wholly unequal to the grandeur of their heritage, provide neither justice nor mercy. There are no "heavy" villains, only—and this is far more

shocking—venal men without faith in their God, their society or themselves. The picture ends with one boy dead by the hand of the other.

For a picture of such grim, unrelieved despair *Shoeshine* is a remarkable artistic success. Acted partly by amateurs (the two heroes were real bootblacks), it was made in three months under primitive conditions by Cleveland-born Paolo Tamburella. At first the Italian censors objected because it attacked public institutions and showed boys being beaten. Nevertheless last year 15 million Italians saw *Shoeshine*, and although the picture offers them not one hopeful note, millions of lire for the bootblacks have been sent to Tamburella. Like all foreign movies with English subtitles, *Shoeshine*, exciting as it is, will probably never be widely exhibited in the U.S.



BOOTBLACKS vie for the trade of U.S. soldiers. In left background approach the two heroes of the story.



BLACK-MARKET LEADER (left) explains to the boys where to sell a stolen American blanket (picture at top).



A HORSE which the boys have dreamed of owning is bought with their share of the blanket's proceeds.



IN PRISON GUISEPPE (CENTER) IS URGED TO BETRAY HIS FRIEND PASQUALE, WHO HAS BEEN TRICKED INTO REVEALING THE BLACK-MARKET OPERATORS TO OFFICIALS



THE BOYS are fingerprinted and booked as delinquents when the palmist complains to the local police.



IN THE BOYS' JAIL Guiseppe is parted from his life-long pal and carried off struggling to a different cell room.



FOOD from Guiseppe's brother is shared among his cellmates. The usual prison fare is foul bread and soup.



A CRUDE SHOWER is luxury for the boy prisoners, including Guiseppe and Pasquale, who await trial.



AT THE TRIAL weary, senile lawyer pleads "not guilty" for Pasquale. Both boys are convicted and sentenced.



BACK IN JAIL the young delinquents see newsreels beneath magnificent painting of the Crucifixion on wall.

Heavenly Hot Dogs

WITH
**THAT FRENCH'S
FLAVOR!**




Millions prefer this smoother, creamier mustard

A sure hit for a party supper is this handsome platter of frankfurters! Brown meat slowly in a little butter, place on toasted rolls. Garnish with olives wrapped in bacon strips and broiled. Serve with lots of French's Mustard for perfect zesty flavor!

Made from finest spices and mustard seeds
FREE! New Recipe Book, "Mealtime Magic."
Send your name and address to The R.T. French Company, 1409 Mustard Street, Rochester 9, New York.


LARGEST SELLING PREPARED MUSTARD IN THE U. S. A. . . . Also made in Canada

**Rollfast
BICYCLES**



Smooth as a breeze!

D. P. HARRIS HDW. & MFG. COMPANY, INC.
Rollfast Building • New York, N. Y.
BICYCLES • VELOCIPEDES • ROLLER SKATES

 Since 1895



A FIRE STARTS at the movies. Guiseppe and four other boys escape. Pasquale, left behind, thinks Guiseppe has betrayed him.



OUT IN THE STREET Guiseppe and his cellmate flee, headed for a hide-out in the country. The others are caught by the cops.



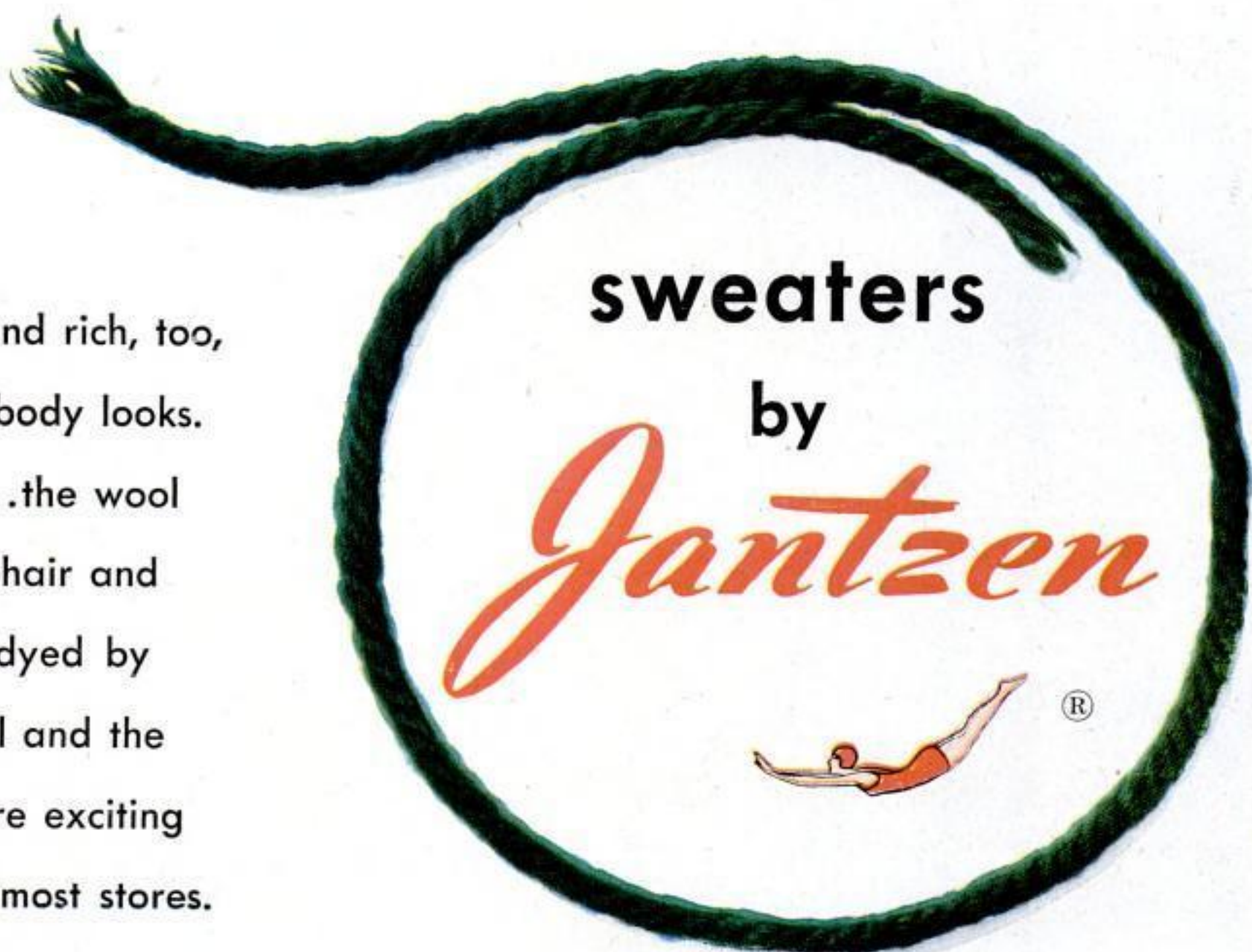
IN FINAL SCENE Guiseppe falls to his death from blows of Pasquale who, angry at his "betrayal," leads police to hide-out.



"spectator" in eight colors,
reading down 6.95... "sleek" in
seven colors reading up 9.95...
"rooter" in white, black, butter,
coco, grey, burgundy 7.95

"spectator" "sleek" "rooter"

everybody looks so wonderful, smug and rich, too,
in a Jantzen sweater...so naturally everybody looks.
Jantzen sweaters are elegant so-to-speak...the wool
is an exclusive mixture of the finest kid mohair and
finest Australian worsted wool, spun and dyed by
Jantzen...the tailoring is perfect...the feel and the
finish are luxurious...this year's colors more exciting
than ever as you can see. 4.50 to 13.95 at most stores.



Two great cleaners.



New Hoover Triple-Action Cleaner with Hoover's exclusive "Positive Agitation" . . . It beats . . . as it sweeps . . . as it cleans*. Keeps your rugs bright because it thoroughly removes deeply imbedded dirt. Cleans fast. Easy to use. It stands up to you—just guide it. Prolongs rug life. The cleaner women prefer two to one over any other make.



With the Triple-Action Hoover it's so easy and quick to clean furniture, draperies, lamp shades, bare floors! Converts instantly for cleaning everywhere in the room. Just attach the cleaning tool you need. Convenient cleaning tools, including Mothimizer, come in new handy kit.

*New Hoover
Triple-Action
Cleaner,
Model 28*

*It beats...
as it sweeps...
as it cleans*

..One great name- HOOVER

* REG. U. S. PAT. OFF.

Want a new Hoover? Most women do. And now you can have a Hoover Cleaner in the type you want for your particular cleaning needs. Choose either the famous Hoover Triple-Action Cleaner or the new Hoover Cylinder Cleaner, the first Hoover-made cleaner of this type. You decide which type of Hoover Cleaner is better for your home!

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada



New Hoover Cylinder Cleaner. For you who want a cylinder-type cleaner. It cleans by powerful suction. Brings you brand-new idea in dirt disposal. Your hands never touch bag or dirt. You just press patented toe release and dirt shakes out without even removing bag from cylinder. It's quick, clean, easy!



New convenience and ease of handling with Hoover Cylinder Cleaner. So compact and easy to carry—stores in small space. You don't stoop to attach or detach hose. Comes complete with cleaning tools in handy kit.

*New Hoover
Cylinder Cleaner,
Model 50*





Catch this bouquet!

...and we mean the fragrant bouquet of Italian Swiss Colony wine. It's your *invitation* to taste the wonderful *flavor* of this fine wine from California's historic Colony...where the art of wine-growing dates 'way back to 1881.

One taste, and you'll agree it's wise to choose the glorious wines of Italian Swiss Colony. Enjoy one tonight. Perhaps a mellow, amber-clear California Sherry, or a rich-red California Port. Take home, too, one of the superb dinner wines...a golden California Sauterne or a ruddy California Burgundy. And next time, serve your guests this fine wine...then watch them give you "bouquets" of praise!

ITALIAN SWISS COLONY
CALIFORNIA WINES

Copyright 1947, Italian Swiss Colony

General Offices: San Francisco



Enjoy **GOLD MEDAL LABEL WINES**, truly superb dinner and dessert wines from the Colony's world-renowned cellars. Also try Italian Swiss Colony's de luxe *Private Stock* dinner and dessert wines, as well as *Tipo Red* and *Tipo White*, the Colony's finest table wines.



AT PEAK OF WINDUP EWELL BLACKWELL GIVES BATTER A QUICK LOOK AT BALL (RIGHT) AS HIS SKINNY FRAME UNWINDS IN A TREMENDOUS PITCHING STRIDE

EWELL BLACKWELL

With an awkward, side-arm style
he has become player of the year

The outstanding personality of the 1947 baseball season is a 6-foot 5½-inch pitcher named Ewell Blackwell, who looks like a caricature of the circus thin man. With the schedule three fourths completed, Blackwell, playing his second full season of major-league ball, had pitched the National League's only no-hit game, won 16 straight games for the floundering Cincinnati Reds. This remarkable streak puts the jug-eared ex-GI in the class with Carl Hubbell and the late Walter Johnson.

Part of Blackwell's success comes from a deceptive delivery. He hooks the ball behind his hip (*above*), then brings it around with whiplike speed. Some batters say they see the ball in two places at once. Last week, with Blackwell leading his league in victories and strikeouts, he was performing more consistently than even the American League's Bob Feller. Said a player who had batted against both pitchers, "At least I can follow Feller's pitch. But Blackwell throws some balls I don't even see!"

What You Want..When and How

AT NEW LOW PRICES

The new 1947 Emerson Radios and Phonoradios are more selective, more sensitive—with BETTER Style, Tone, Performance and Value—as your nearest Emerson Radio dealer will gladly demonstrate. See and hear the new Compacts, Portables, Phonoradios, Phonographs and Pocket Receivers NOW and you will KNOW why their popularity is so worldwide!



Emerson 3-Way Portable Radio Model 536. Plays on AC and DC current and self-contained batteries. New circuit design gives super power and magnificent tone. Handsome, sturdy carrying cabinet and all modern engineering features. **\$39.95** less batteries

Super-Powered Emerson Radio



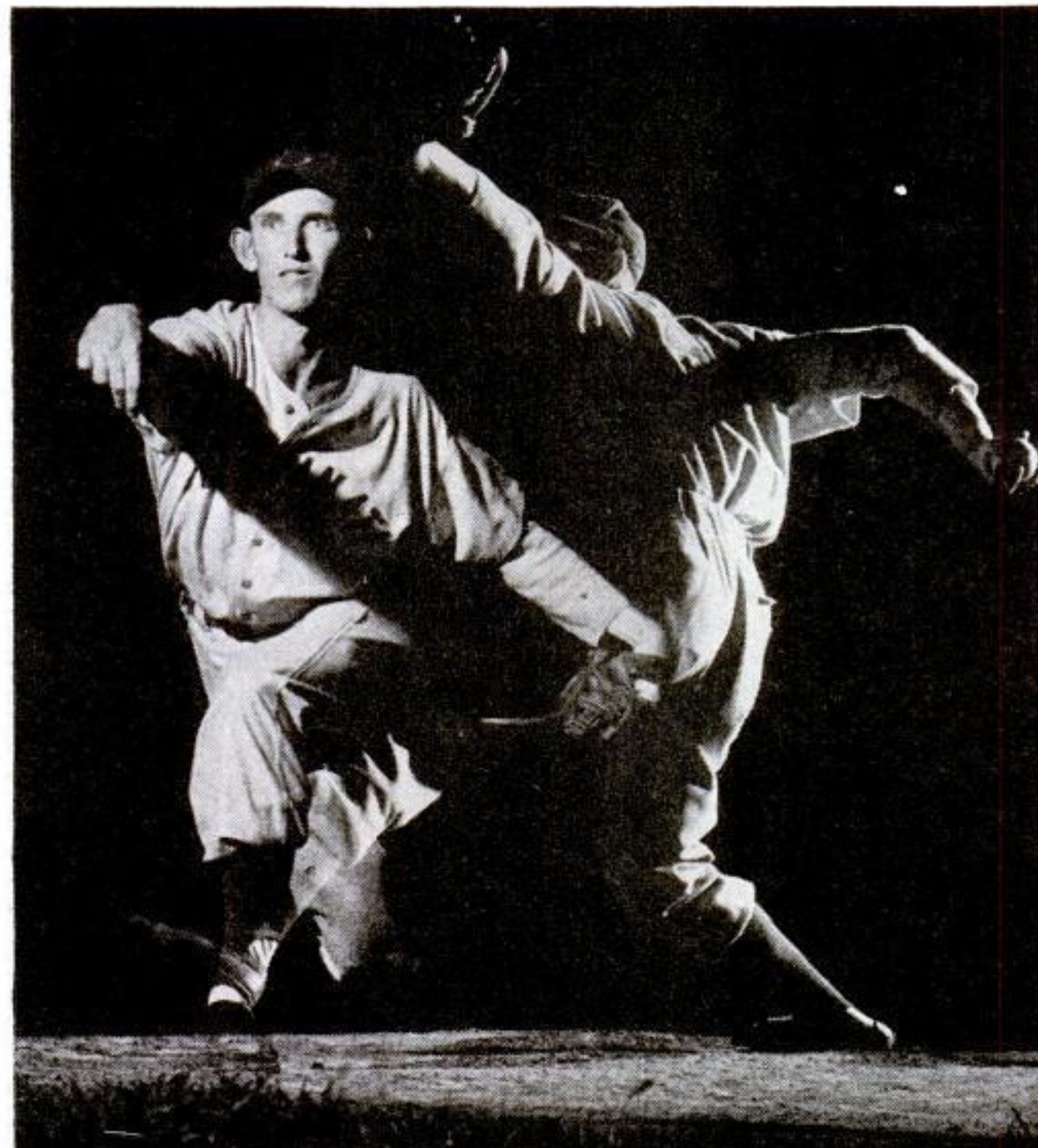
Emerson Portable Phonograph Model 542. Complete all-electric phonograph with exquisite tone. Plays 10-inch and 12-inch records. More tubes—more engineering developments—give you far greater performance! Sturdy cabinet with **\$39.95** carrying handle

EMERSON RADIO & PHONOGRAPH CORP. • NEW YORK 11, N. Y.
World's Largest Maker of Small Radio

Ewell Blackwell CONTINUED



HIS HEIGHT is accentuated as Blackwell glances over his shoulder toward first base before delivering the ball. He is the tallest pitcher in major leagues.



HIS PITCH is recorded by stroboscopic camera in two stages. Note ball behind his back at right. Blackwell's best pitch is sharp-breaking side-arm curve.

THE B.B. BALL PEN

in Two Attractive Models

98¢

NO LUXURY TAX

"Executive" MODEL

Scientifically designed to give you utmost in balance and writing ease.



Be sure it's a B.B. when you buy

All Time Guarantee

"V.P." MODEL

Cleverly combines convenient half size for pocket or purse with full size when open for writing.

Available at Leading Dealers Everywhere

B.B. Pens are made by one of the oldest ball pen manufacturers in the country and one of the first to bring good ball pens to all at a sensible price.

A PRODUCT OF

B.B. Pen Co., Inc.,
HOLLYWOOD 38, CALIF.

CONTINUED ON PAGE 62



This is where the dream left off

WAS IT really five years ago that Dick and I were here on our honeymoon?

Though I'll admit that there's less to my 1947 bathing suit, most things are just as if there'd been no years of war and waiting. The sun on my arms... the water lapping against the float... the happiness of having Dick just a finger's-reach away.

And there's a part that's truly wonderful. This time, there'll be no good-by at the end. This time, and at last, we have a home of our own to go to... where we can pick up all our dreams.

Though we don't have half enough things for a real house, at least they're ones we'll want to keep always and build on. Like the place settings in my beautiful International Sterling pattern...

Almost before anything, I want to begin adding the matching pieces... the oyster forks and iced-tea spoons and all those other pieces that weren't being made during the war, when I started my set.

I guess it's part of every woman's dream... to have a *complete* set of real, *solid* silver, beautiful and shining.

Not just because it makes a table look so grand. Somehow, it stands for all the tradition and permanence we want in a marriage. I'd like us to add to our set *regularly*.

And on birthdays and anniversaries, I'd like to find *more* of my International Sterling when I untie the ribbons.

I must tell Dick... in a way that'll make him think it's his own idea. I should be good at that. Didn't he marry me?

If you're marrying now, or setting up a longed-for home... begin with *sterling silver*... one of the exquisite International patterns.

For International Sterling is a *lifetime* purchase... living up to your dreams in its beauty, workmanship, weight of solid silver.

Not only can you begin a set with 6, 8, or 12 settings, if you like... you can also add the important matching pieces... again available at your silverware dealer's.

Prices on famous International Sterling have remained at 1944 levels. 6-piece setting for one, as low as \$21.50... with tax.

• • •

TUNE IN to *The Silver Theatre*, Sunday evenings, 6:00 p. m., E. D. S. T., Columbia Broadcasting System.

Copyright 1947, The International Silver Company, Meriden, Conn.



Matching pieces are coming back!

Available in all current International patterns. (Prelude Illustrated.) Place your order now!

International Sterling

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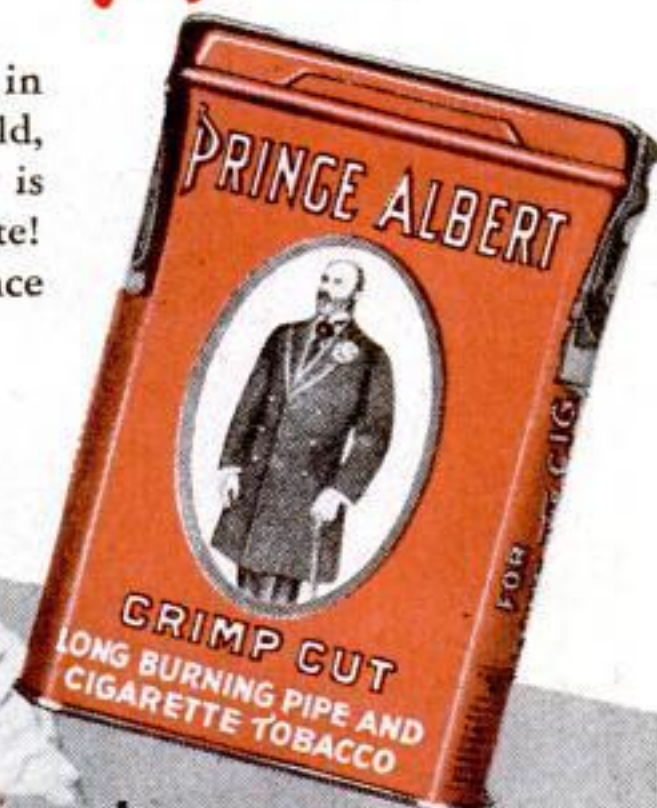
He's got that something extra
...he's got **P.A.***



P.A.* means *Pipe Appeal*
No wonder he's making such an impression. He's got the rugged *masculine* appearance of men who smoke pipes!
P.A. means *Prince Albert*

It's Prince Albert for "something extra" in smoking joy and comfort! Rich tasting, mild, and cool...and easy on the tongue. P.A. is specially treated to insure against tongue bite! Try it—and see why more pipes smoke Prince Albert than any other tobacco!

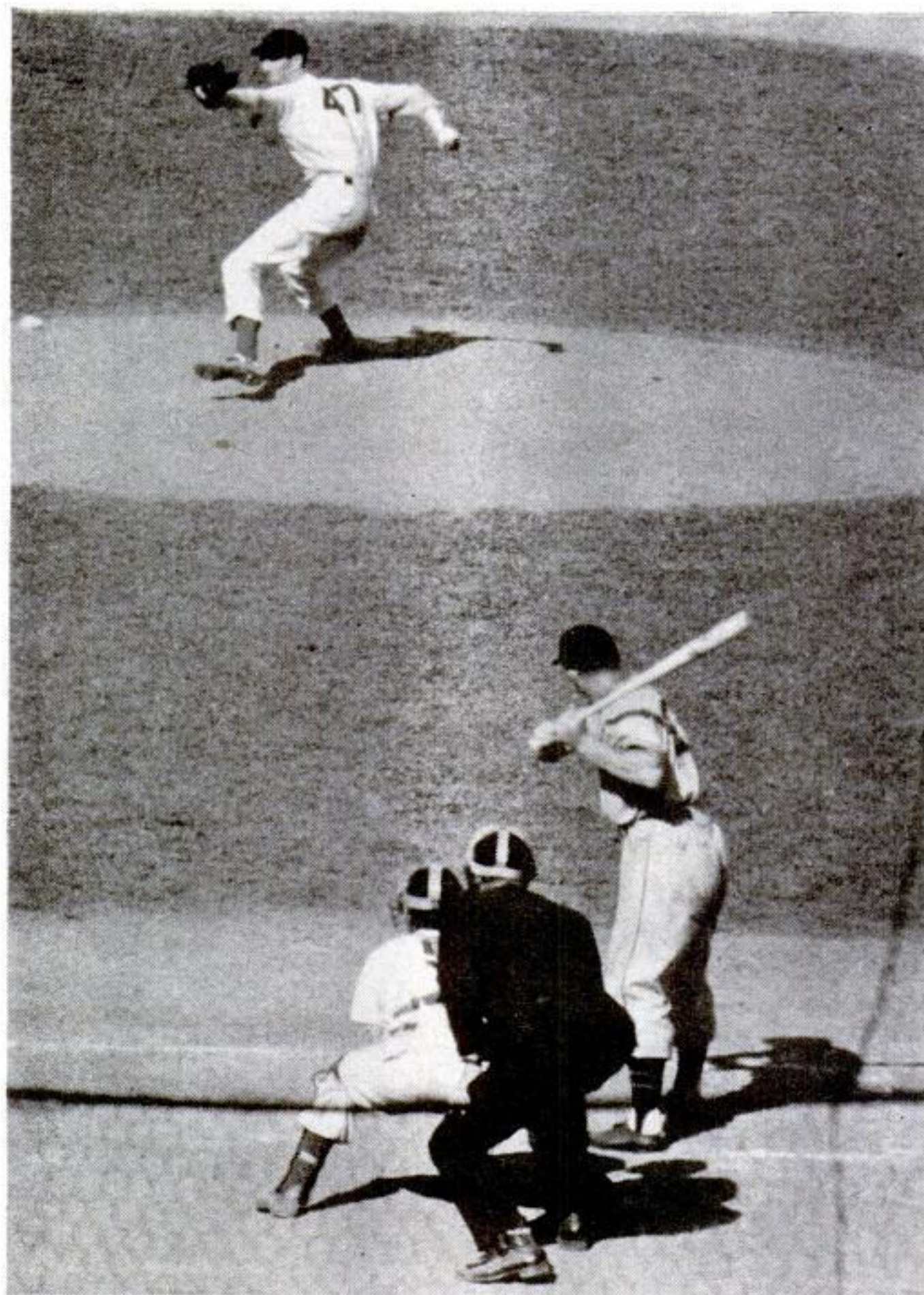
GREAT FOR CIGARETTES TOO!
CRIMP CUT P.A. SPINS UP FAST AND NEAT...
SMOKES COOL AND TASTY!



The National Joy Smoke

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

Ewell Blackwell CONTINUED



HE SHOWS BALL as he pitches to the New York Giants' Willard Marshall. Players call Blackwell "The Whip" because he snaps his arm around so fast.



HE LETS THE BALL GO as Marshall cocks his bat. Some players claim this delivery puts too much strain on Blackwell's elbow, may shorten his career.

High style from the Movie Capital

Compare!

Designed and hand-made by Aprile of Hollywood \$85⁰⁰

Reproduced by REGAL in the same costly calfskin just \$7⁹⁵*

Among Hollywood's best dressed men, the skilled bootmaking of Aprile is a watchword. Actors, directors and producers pay from \$75 to \$100 a pair to wear a product of his creative talent. Now *you* can wear Aprile-designed shoes—paying but a *tenth* of his custom price!

The masculine V-line on these bluchers was inspired by the chukker boot of polo fame. Aprile took the cue for flying officers' shoes

he designed for a wartime movie. Regal takes the cue for everyman's shoes, to sell at everyman's price — \$7.95*.

With the same Chrome Excel Calf, Regal craftsmen followed Aprile's deft handwork stitch-for-stitch on machines. Same full leather heel, same double-thick sole, with a costly "extended Rand" for longer lasting stability.

How can we flaunt our low price in the

face of these costly details? Only through Regal's Controlled Cost Plan, which eliminates middlemen, shaves overhead to a mere shadow of its usual self!

Why can you walk out of Regal stores with a smile on your feet? Because of our exclusive "Prescription Fitting," which measures and fits both feet in standing and walking positions. It's your master key to comfort!



THE SHOE ON THE RIGHT IN THIS UNRETOUCHED PHOTOGRAPH IS THE REGAL REPRODUCTION—STYLE NO. 4281

REGAL SHOES

MORE THAN 100 STYLES FOR DRESS, BUSINESS AND SPORT

*SLIGHTLY HIGHER ON THE PACIFIC COAST—ALL PRICES SUBJECT TO CHANGE



ADV. BY M. W. AYER

Sold only in company-owned retail stores in principal cities from Coast to Coast: Atlanta; Baltimore; Birmingham; Boston (3); Brooklyn (9); Buffalo; Chicago (2); Cincinnati; Detroit (5); Hartford; Hollywood; Houston; Jersey City; Kansas City; Los Angeles (2); Milwaukee; Rochester; New York (23 stores in Greater New York); Norfolk; Oakland; Paterson, New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond, St. Louis; San Francisco; Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington, D. C. (3); Worcester.

Factories and Mail Order Division at Whitman, Mass.



These Swift Quality Foods are representative of the excellence of all products bearing the name Swift . . . now as always the finest of their kind.



SWIFT'S BROOKFIELD SAUSAGE



SWIFT'S BRANDS OF BEEF



SWIFT'S BRANDS OF VEAL



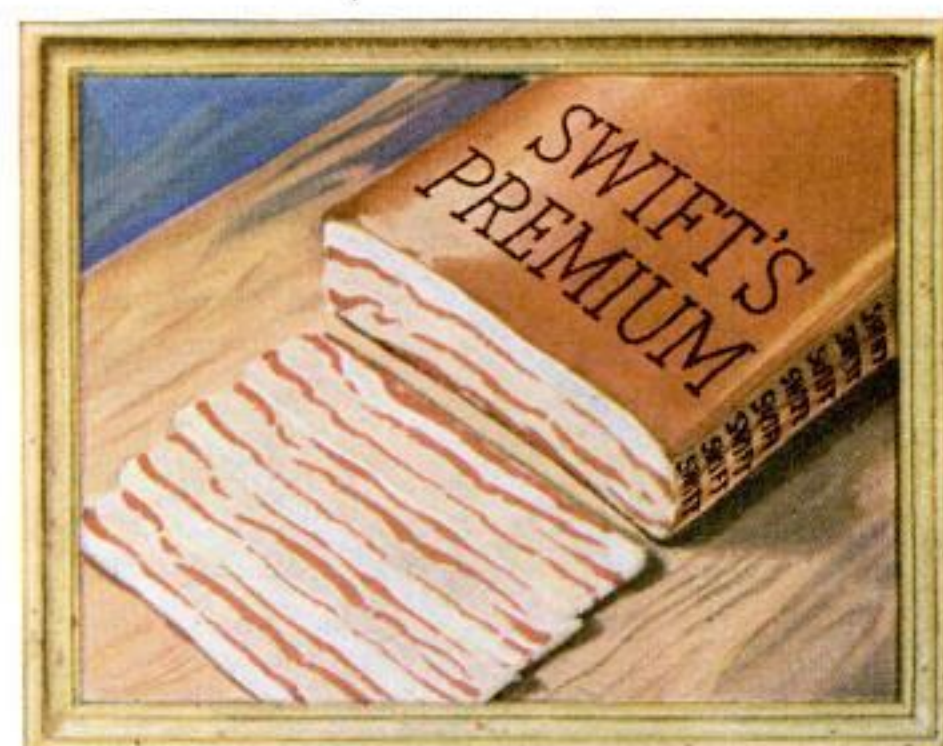
SWIFT'S PREMIUM FRANKFURTS

Modern Masterpieces of an Ancient Art

Almost as old as man's natural craving for meat itself are the allied arts of smoking, curing and preserving sausages, hams and bacon. Today, in products bearing the name Swift, these age-old skills have reached heights of technical development that would have been undreamed of by old-time craftsmen.

FROM a single delicious slice of one of Swift's Premium Table-Ready Meats—Salami, Braunschweiger, Bologna, Savory or Table-Ready Loaf—to a whole Swift's Premium Ham, or a rasher of Swift's Premium Bacon, the quality of any Swift branded meat is always evident on first taste.

Beef, veal or lamb . . . dainty breakfast sausages or juicy frankfurts—the Swift name on any of these meats is positive assurance of extra-fine flavor, tenderness, uniformity. The



Swift name also assures you that each cut or kind of Swift meat you buy has had every possible safeguard not only for freshness but for highest nourishment as well.

The Modern Guide . . .

Swift's great food research laboratories and test kitchens, its famed facilities for exact grading, inspecting, branding and distributing fine meats stand back of the Swift label. So, look for the Swift name on all meats and meat products you buy. It's the modern guide to quality—to the finest of the fine.



Swift & Company
FOOD PURVEYOR TO THE NATION



SWIFT'S MEATS FOR BABIES



PREM



This Swift Quality Seal identifies a family of food products which you can buy with complete confidence that each is the finest of its kind. All of Swift's resources, its 62 years of experience, the technical skills of its great laboratories and test kitchens stand behind this pledge

DOCTORS PROVE

2 out of 3 women

can have

Lovelier Skin in 14 days!

YOU, TOO, may look for these skin improvements in only 14 Days!



Less oily, clearer

"My skin became less oily," Pauline Metcalf of San Francisco, reports. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. Yet the 14-Day Palmolive Plan brought definite gains to 89% of the women who had oily skin. See if it won't help *your* skin become less oily—clearer.



Less coarse-looking, smoother

"Skin less coarse-looking in 14 days!" says Dorothy Stephenson of St. Louis. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!



Fewer tiny blemishes

Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My complexion improved a lot," reports Margaret Connor of Boston. The doctors found finer looking, clearer skins in over half the cases tested. See what Palmolive can do for you!



Fresher, brighter color

"Skin brighter, actually less sallow!" says Leota Ruef of Chicago, after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring you fresher skin—and in only 14 days!



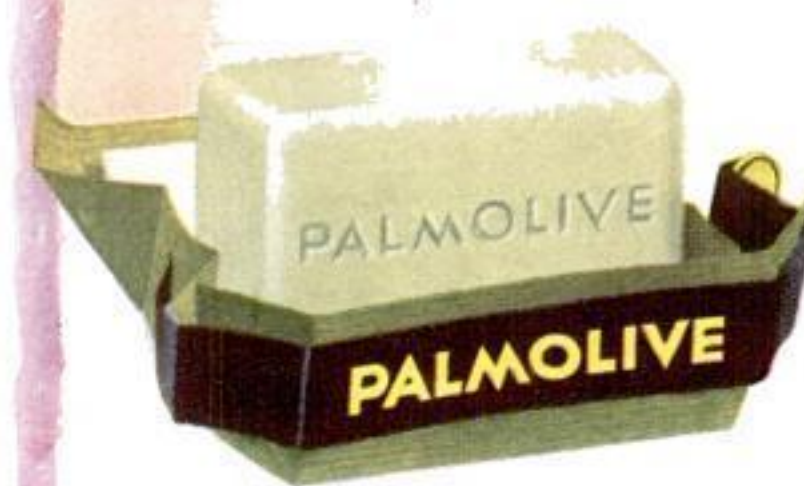
Remember, 36 doctors—leading skin specialists—tested the Palmolive Plan on 1285 women, and *proved* it can bring 2 out of 3 a lovelier complexion in just 14 days! The women were all ages, from fifteen to fifty. Some had dry skins; some oily; some just average. After a careful examination by the doctors, they were given the Palmolive Plan to use at home. In only 14 days, the doctors agreed 2 out of 3 showed definite, noticeable improvement! Start your Palmolive Plan... today!



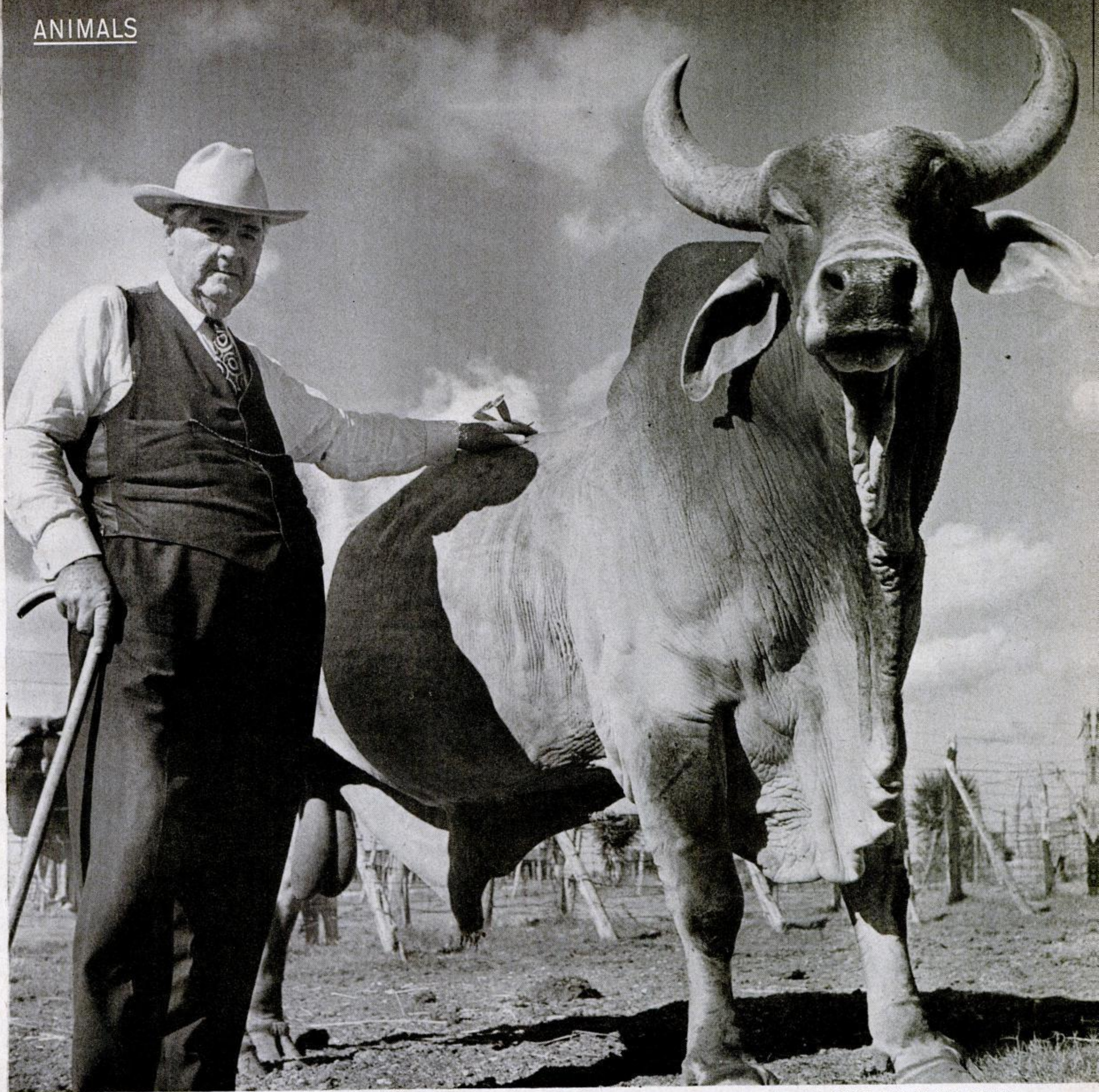
Here's the Plan Doctors Proved:

- A** Wash your face with Palmolive Soap!
- B** Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse!
- C** Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect.

P.S. For Tub or Shower—Get the NEW, Big, Thrifty Bath Size Palmolive!



**DOCTORS PROVE
PALMOLIVE'S
BEAUTY RESULTS!**



ON HIS RANCH NEAR HOUSTON, TEXAS, DR. WILLIAM S. JACOBS POSES WITH TIPPU THE GREAT, HIS \$50,000 BRAHMAN PRIZE BULL WHICH WEIGHS 2,500 POUNDS

BRAHMAN CATTLE

U.S. ranchers use the sacred animal of India to improve their herds

For the past quarter century the cattlemen of South Texas have known that no cattle do so well in the semitropical heat and scrub grass of their ranges as the humpbacked, dewlapped Brahman (pronounced bray-muh in Texas). Today these sacred animals of India are being eagerly bought up by U.S. cattlemen wherever grass pickings are too lean or the heat too intense for other breeds.

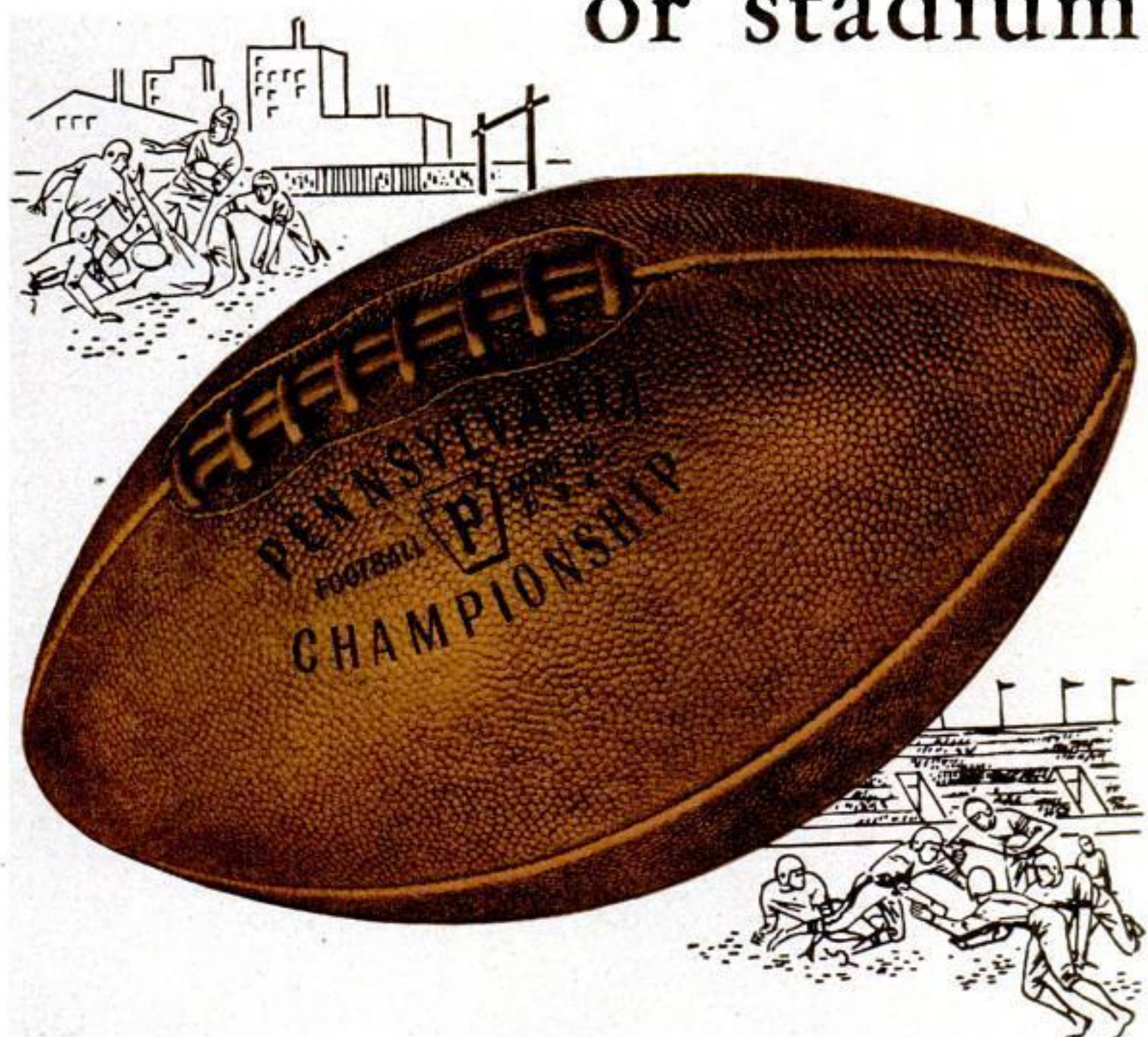
Two of Texas' big ranches, the Jacobs (*above*)

and the Pierce, specialize in raising purebred Brahmans, which seem to grow larger in the U.S. than in India (*right*). Other cattlemen, notably Texas' huge King Ranch, cross the Brahman with Short-horn, Hereford or Angus stock to produce hybrids which gain the Brahman virtues of great weight, resistance to disease and heat, and hardy digestion, while eliminating Brahman drawbacks of gristly hump and dark, unappetizing-looking cuts of meat.



IN INDIA the Brahman is a sacred animal which Hindus use as beast of burden but which they may not eat.

for sandlot...
or stadium



compare them all
and you'll choose

PENNSYLVANIA



Official Basketball



Official Volley Ball



Official Soccer Ball

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Every youngster can afford it, yet the biggest names in the biggest games can't afford to miss the outstanding advantages of this new, improved football. In weight, size, shape, finish and "feel" it's official in every detail... with this *big* plus feature. This ball plays dry in wet weather... never becomes logy, soggy or heavy... retains its shape, weight, balance and accuracy. It's easy handling, even in a downpour. See it, try it, buy it. It's a beauty, even in price.

plus better value hand-balls, playground and water polo balls.

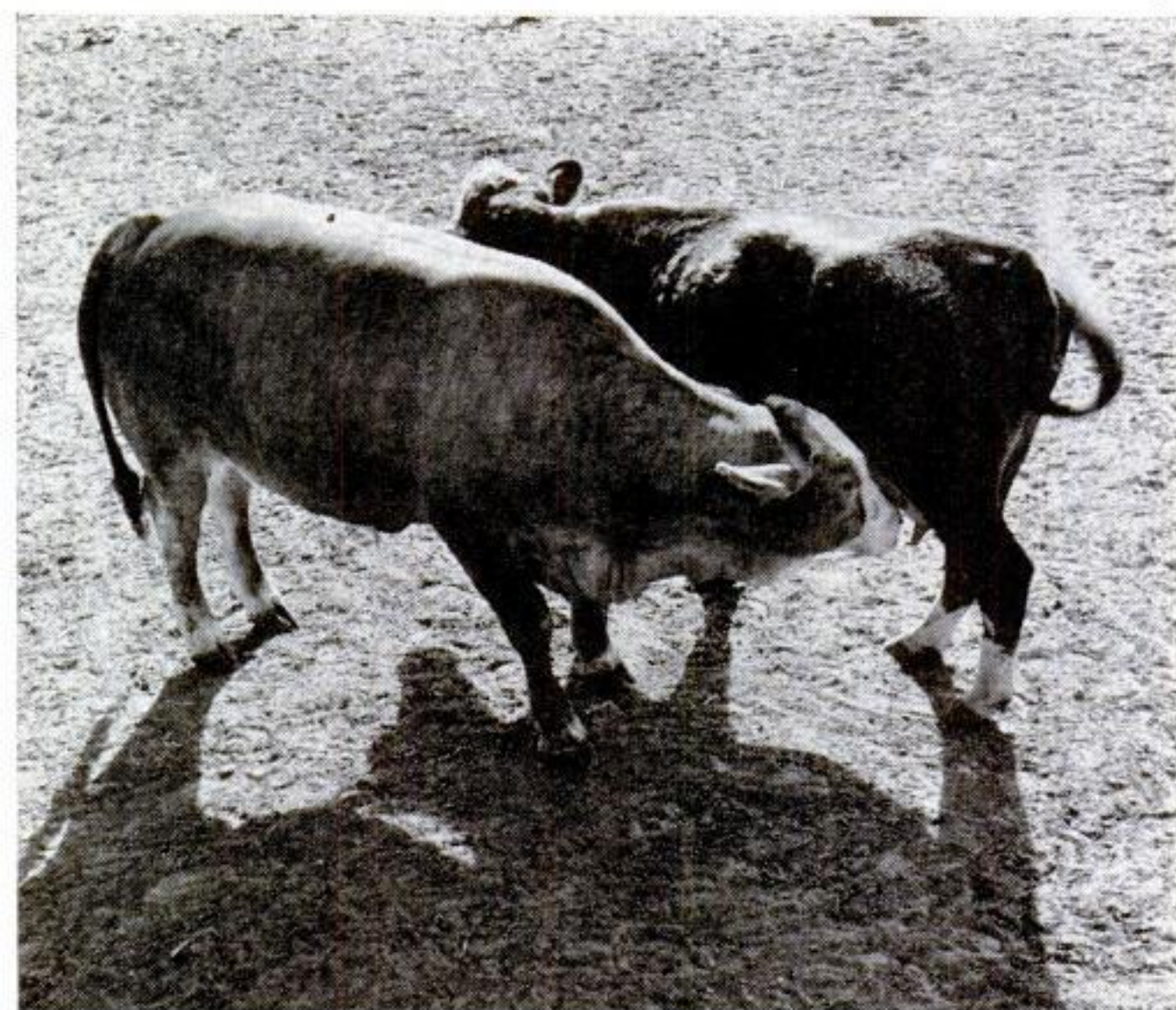


PERMAHYDE is the Pennsylvania name of a new, one-piece molded cover for athletic balls, perfected by PENNSYLVANIA. All the feel of the conventional cover yet it wears three times longer.

THESE BALLS COVERED WITH PERMAHYDE

PENNSYLVANIA RUBBER CO. • PENN-CRAFT PARK • JEANNETTE, PA.
World's Largest Manufacturer of Tennis Balls

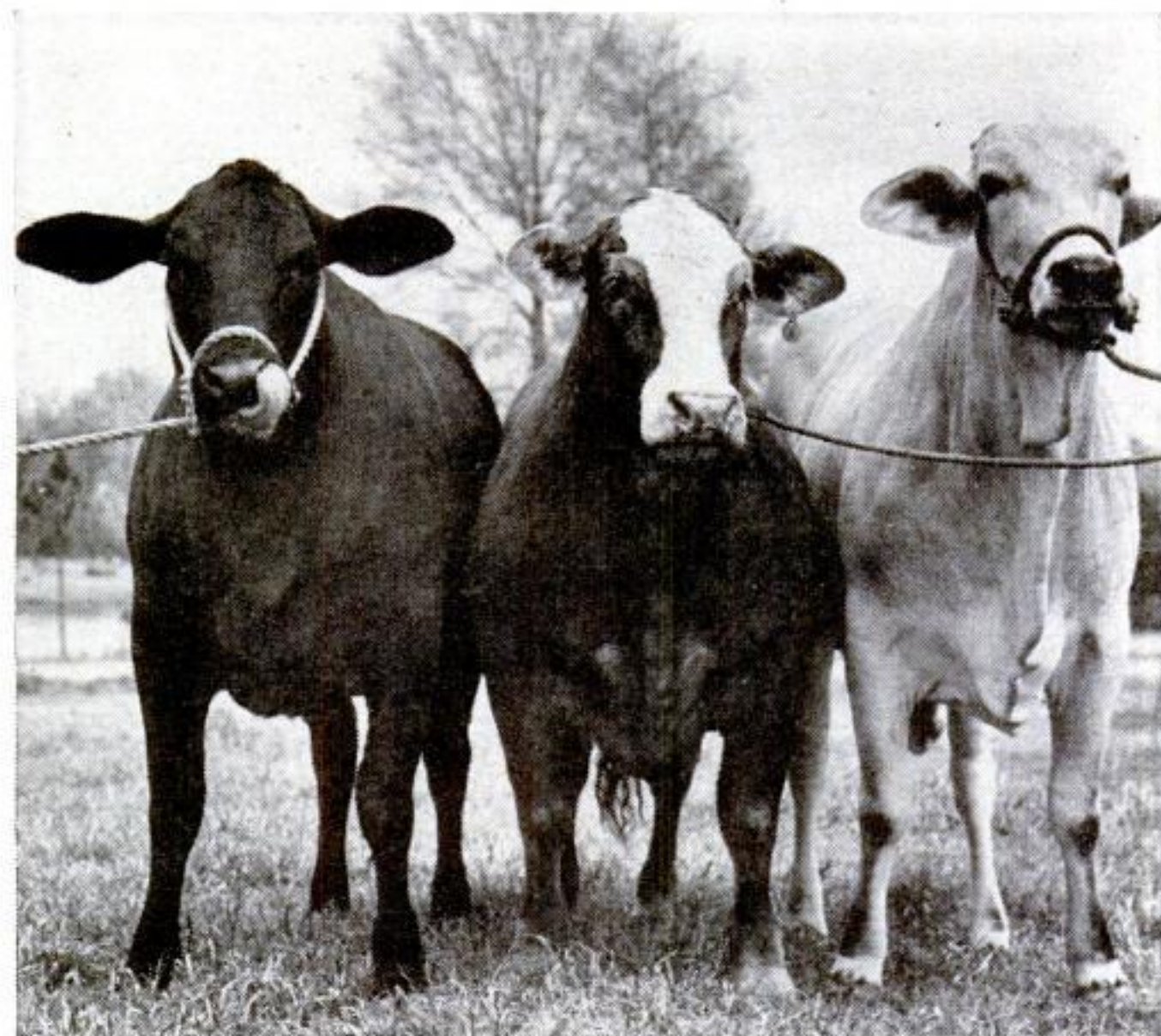
Brahman Cattle CONTINUED



BRAHMAN-SIRED CALF, still suckling at 11 months, is larger than Hereford mother. Such Brahman crossbreeds often outweigh Hereford calves by 100 pounds at birth. Full-grown, they sometimes tip scales at nearly a ton.



SUN-RESISTANT Brahman cattle (*in background*) thrive in the Texas heat while Herefords lose appetite and languish in the shade. Unlike other cattle, which sweat only through moist muzzle, Brahmans have pores like humans.



CROSSBREEDING of Brahman stock (*right*) produces stalwart variations like Brahman-Angus, or "Brangus" (*left*), and the Brahman-Hereford, or "Braford" (*center*). On poor ranges Brangus and Braford are harder than purebreds.

What?

Dress in your best to empty a vacuum?

*Not once in a blue moon,
but you could do it...*

with a
Lewyt
vacuum cleaner



So clean and easy to empty—the new Lewyt Vacuum Cleaner! No dirty bag to shake, no cloud of dust, smudged hands, soiled clothes! You just *pour* to empty the smooth metal Dust Bowl.

And see how the disposable fibre filter stays white inside—showing what a perfect job it has done. It is part of the exclusive Lewyt Triple Filter—which keeps even the tiniest insanitary dust particles and dust odors from getting back into the room when you clean.

What a cleaning job your Lewyt does! Its cyclonic Super Suction quickly and thoroughly gets all the deep grime, dust and lint.

Quiet as a kitten's purr, too, thanks to the wonderful new Silencer that lets you carry on a conversation or listen to the radio while your Lewyt is in use.

When you store your Lewyt, it goes beautifully, with all accessories, into a French Blue container a mere 12½ inches wide!

All very special reasons why you'll cherish your Lewyt, the Finest Vacuum You Can Own!

*Complete with all attachments, brushes,
nozzles, sprayer, demother.*

*Triple Filter prevents finest dust,
even dust odors, from getting
back into room.*

*Light and handy to take every-
where. Container carries the Lewyt
cleaner, hose and wands. Little
hat box holds the accessories...
nests in the container for storage.*



So zephyr quiet, you can converse or listen to the radio!



If your dealer hasn't one yet, write for free booklet to
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OLD PRINT SHOWS HANDSOME 18th CENTURY HOUSE IN COUNTY OF KENT

The Golden Age of Furniture

18th CENTURY ENGLAND PRODUCED FINEST DECOR

DURING the 18th Century, England grew from a "tight little isle" with a handful of colonies into a globe-girdling empire entrenched on every continent. Wealth poured back into England, filling the pockets of the proud, aristocratic families who ruled alike the social and governmental life of the country. These families spent their new treasures to build great houses surrounded by parks, staffed by servants, stocked with wines and adorned with the finest decorative art.

For those who created these arts and luxuries it was a fine time to live, and for none more than the furniture-makers. In the heavy mahogany from the West Indies they had a new, popular material to replace the walnut of earlier days; the guild system of apprenticeship provided finely skilled joiners and carvers, and trade with other nations a plethora of new ideas and motifs. Finally England's small, gay society afforded the ideal patronage, eager for new styles, discerning enough to insist on excellence and taste, wealthy enough to pay for these qualities.

An army of designers and craftsmen grew up. Towering over all was Robert Adam (1728-92) (*right*), whose adaptation of classic and French themes and delicate use of column, wreath and oval finally won him appointment as architect to the king. Adam believed that the decoration and furnishings inside a house were as much the architect's concern as the exterior of the building. So, whether he was planning a new mansion or refurbishing an old one like Banker Robert Child's Osterley Park or famed Syon House in the London suburbs (*pp. 72-73*), he designed everything for it inside and out. The results, sometimes pretentious, are among the most per-

fect interiors ever conceived, for Adam had not only rare gifts but also rare bankrolls on which to draw; he once had Gobelin tapestries woven to fit each panel of a large room (*opposite page*). He made no furniture but commissioned the shops of people like Thomas Chippendale to make it to his specifications.

Chippendale, Hepplewhite and Sheraton are now regarded as the "Big Three" of 18th Century furniture-making. Actually their chief importance lies in the fact that they published books of furniture designs (*pp. 75-78*) which not only superbly expressed the popular taste but refined on it. They were less originators than designer-publicists.

In studying their work and the still extant rooms of Adam, it is easy to imagine them used by stately ladies and courtly gentlemen dancing minuets. Actually these superb fittings for fastidious living did not often serve a very fastidious aristocracy. Eighteenth Century England was a period in which conversation became a brilliant art and yet cursing was so prevalent, even among ladies, that laws were passed in an effort to halt it. The "six-bottle man" who consumed six bottles of wine at a sitting was enormously respected for it, even when he fell off his chair. Mistresses were taken as a matter of course, and perfume was a substitute for cleanliness. The zestful 18th Century gambled, whored, drank, gourmandized, dueled, fawned and stank. But when this great zest for life, expressed in so much profligacy, was channeled into such creative endeavors as furniture-making, it produced styles so good that nearly two centuries later they are still preferred by the English-speaking world over the products of contemporary designers (*p. 80*).



ROBERT ADAM, an architect's son, had three architect brothers.



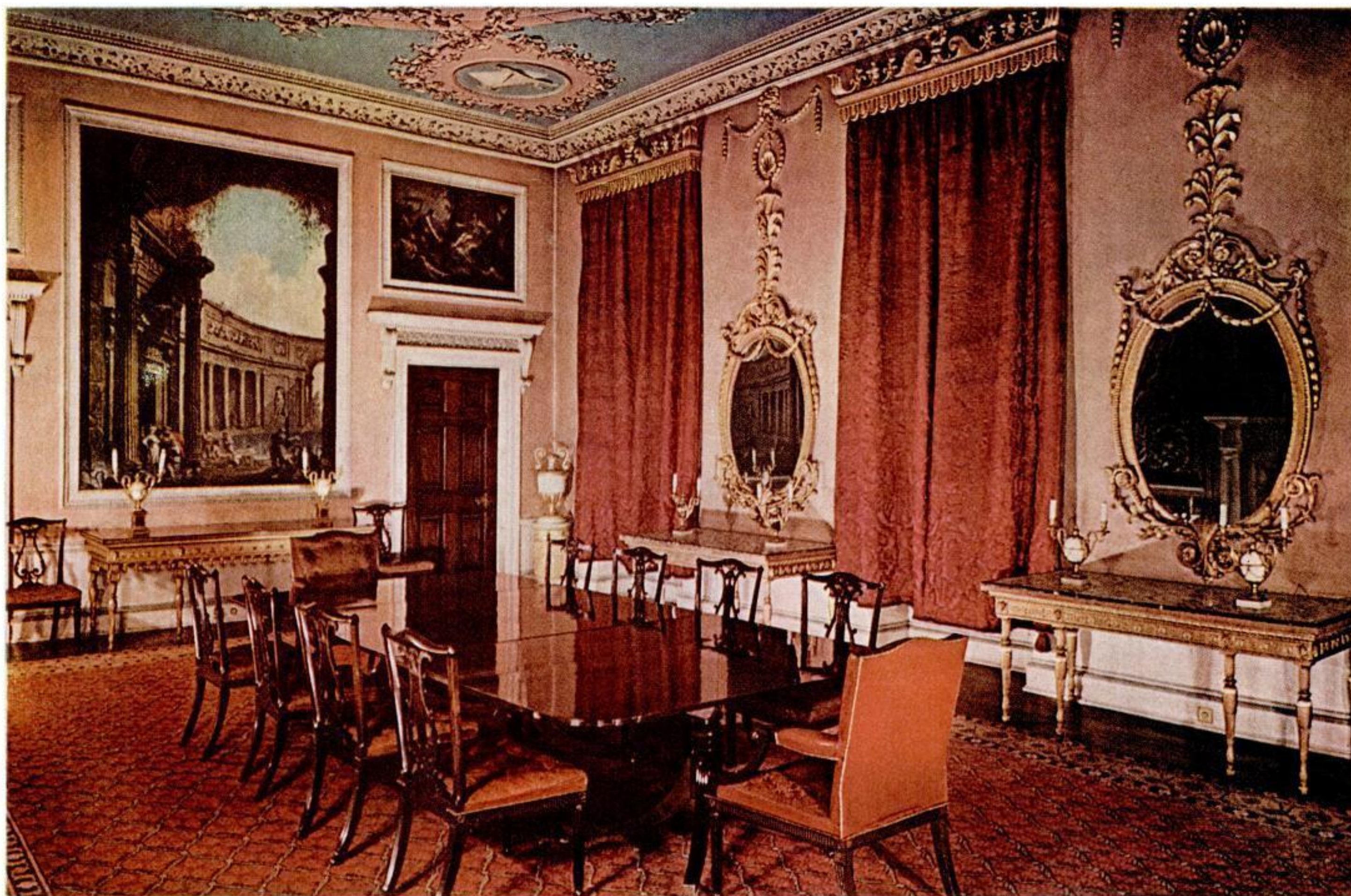
RICHEST ROOM in 370-year-old Osterley Park, which Robert Adam redesigned for a wealthy banker between 1761 and 1781, is the tapestry

room. Especially woven Gobelin tapestries cover the walls. Rug and the tapestries on furniture were also Adam-designed to fit over-all scheme.

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18th Century Furniture CONTINUED



DINING ROOM of Osterley Park, virtually unchanged since its completion, is furnished with Adam lyre-back chairs and fine gilded tables.

Ornate mirrors like those on wall were among most expensive items of decoration in the 18th Century. Wreaths of grapes adorn the ceiling.



SYON HOUSE, also redesigned by Adam, is regarded by some as his masterpiece. This 136-foot gallery was planned as a ladies' withdraw-

ing room. The intricate ceiling makes the room look wider. Oval paintings above bookcase (right) are of earls and dukes of Northumberland.



OSTERLEY PARK LIBRARY contains deep, elaborate book shelves in neoclassic style with Ionic columns. Chairs and tables have gilded

bronze decorations. A harpsichord stands at left and beyond it a reading stand. Adam first planned highly colored ceiling, changed to white.



BALLROOM AT SYON HOUSE, once the dining room, illustrates lavish effect of Adam's classical treatment. Here columns are Corinthi-

an. Continuous gold band around the walls is typical of Adam. Chairs and sofa show French influence. Statues represent mythological figures.

CONTINUED ON NEXT PAGE



STATE BED of Osterley Park is superb example of a style more often aspired to than realized. Capitals are carved and gilded, as are domed

tester and headboard. Adam's specifications for bed included the embroidered silk counterpane with its festoons of gold fringe and tassels.



Ribbon-back chair (left), with its delicate carving resembling en-

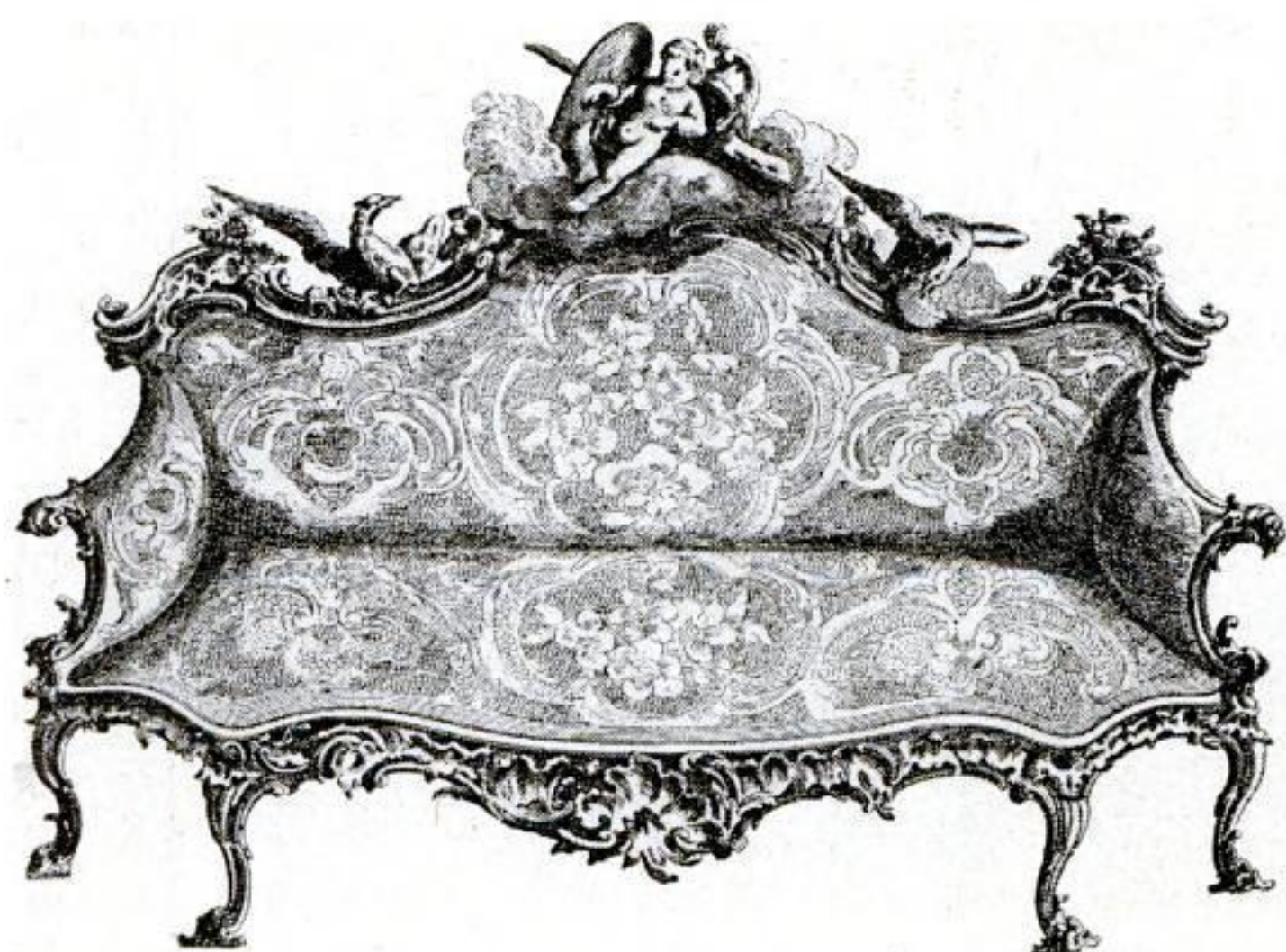
twined ribbons, and Chinese-style chair are typical of Chippendale.

Chippendale

HE WAS THE FIRST OF THE GREAT DESIGNERS

The fact that Thomas Chippendale's is now the best-known name in period furniture is a curious irony. In his own century Chippendale was a prophet without great honor. He operated a small, well-patronized workshop, but he is not mentioned in diaries, never was appointed cabinetmaker to the king and never even signed his pieces. Indeed there is some evidence that Chippendale did not design all the furniture in his famous *Gentleman and Cabinet-maker's Director* from which these pictures were taken.

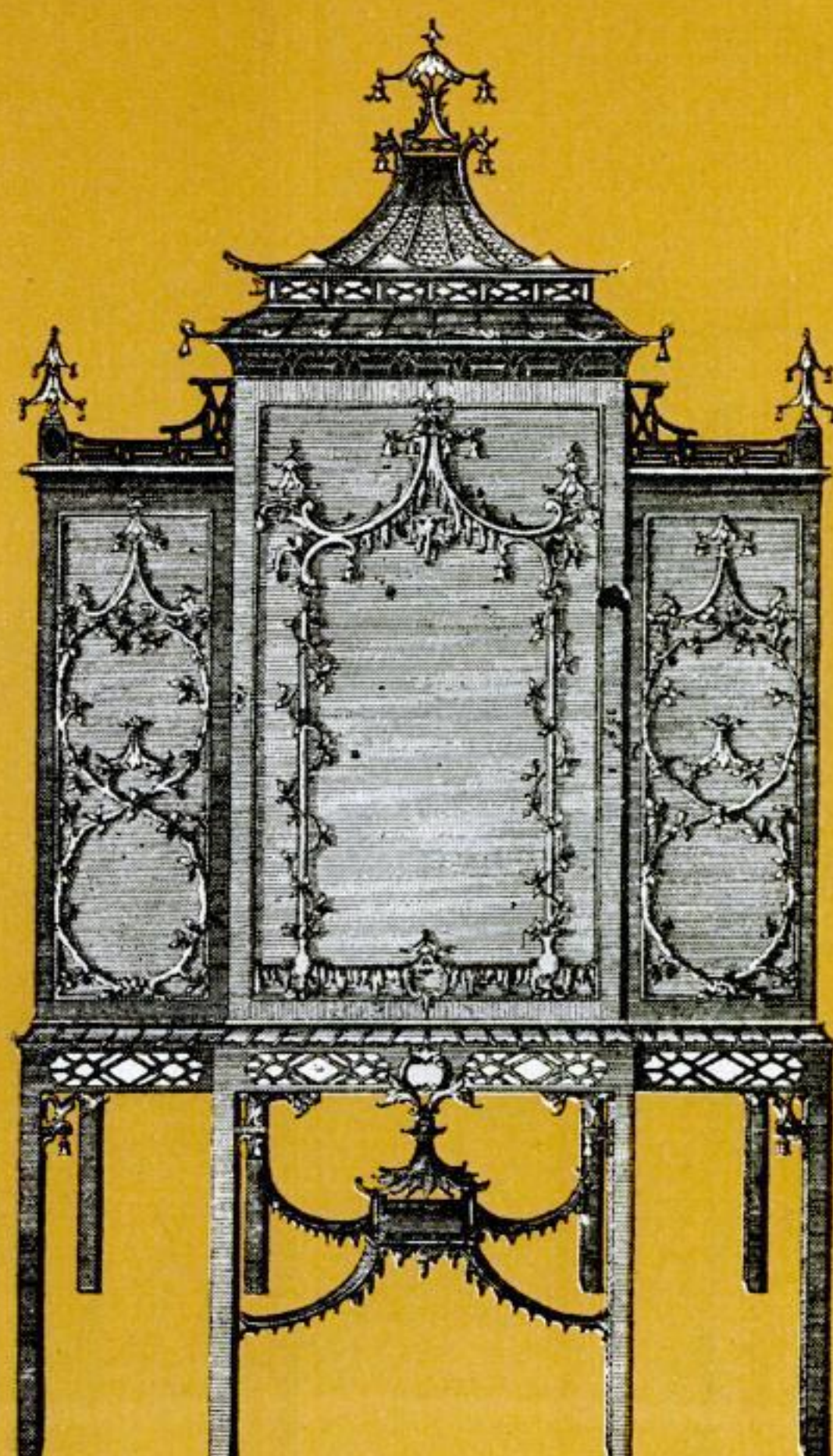
Yet Chippendale (1718-79) was the most influential designer of the century. That is because he adapted the various styles—rococo, Chinese, Adam—as they came into fashion to his own fine uses to produce superb designs. The ribbon-back chair (above) is a Chippendale trademark, and his treatment of Chinese motifs (below, right) is still copied. A master carver himself, he brought the florid French style (above, right) to its most delicate and eloquent conclusion. Many of his more elaborate designs look preposterous today, but in its simpler manifestations Chippendale lives because it combines proportion, charm and comfort in a way that is restful to both the human body and spirit.



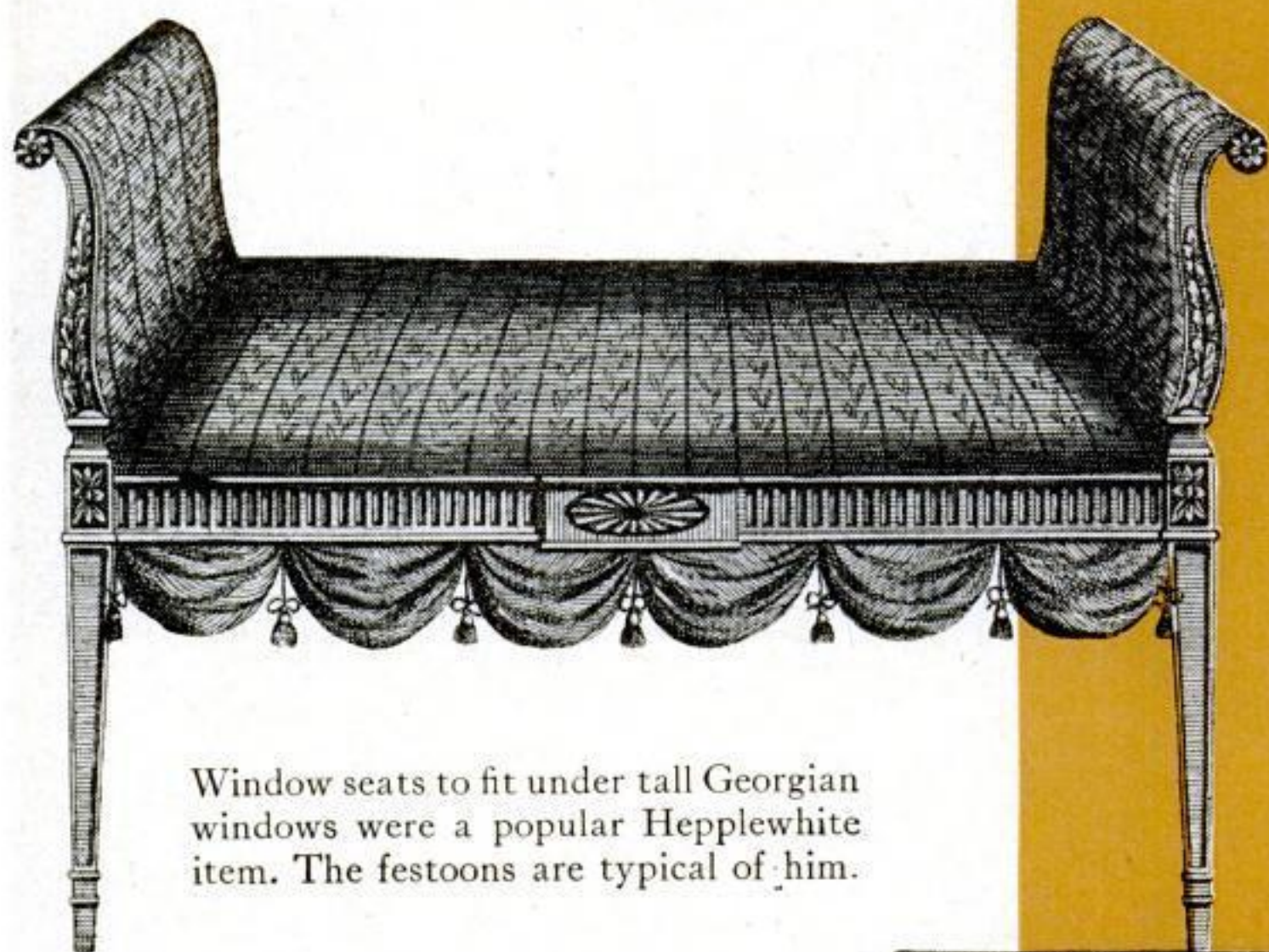
Elaborate sofa with burnished gold decorations is in Chippendale's ornate style, "will require great Care in the Execution," he warned.



"Chimney Piece," as Chippendale termed it, has intricate carving which, above mantel, is backed by mirrors.



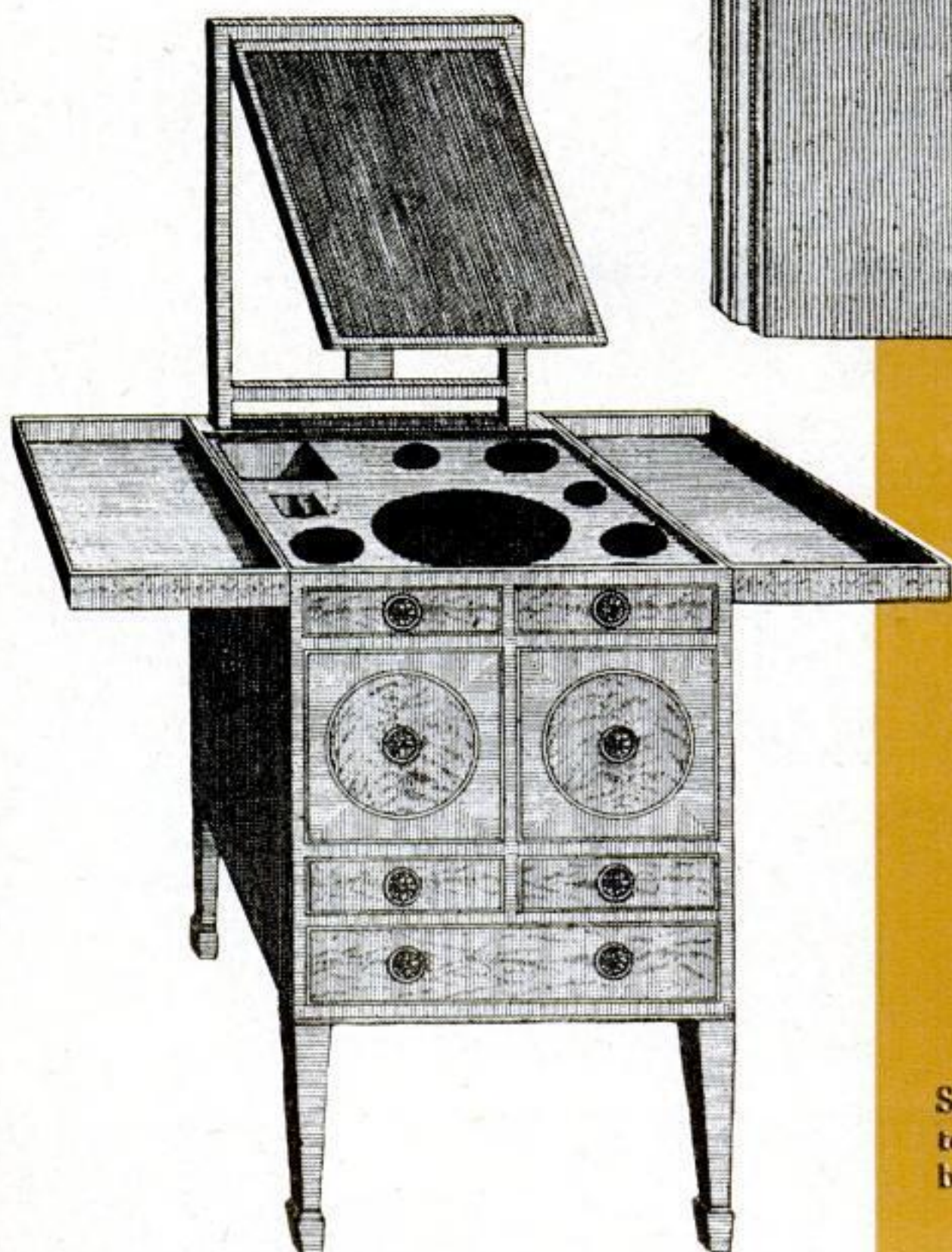
Chinese style, the result of Oriental trading, was employed by Chippendale for this china cabinet.



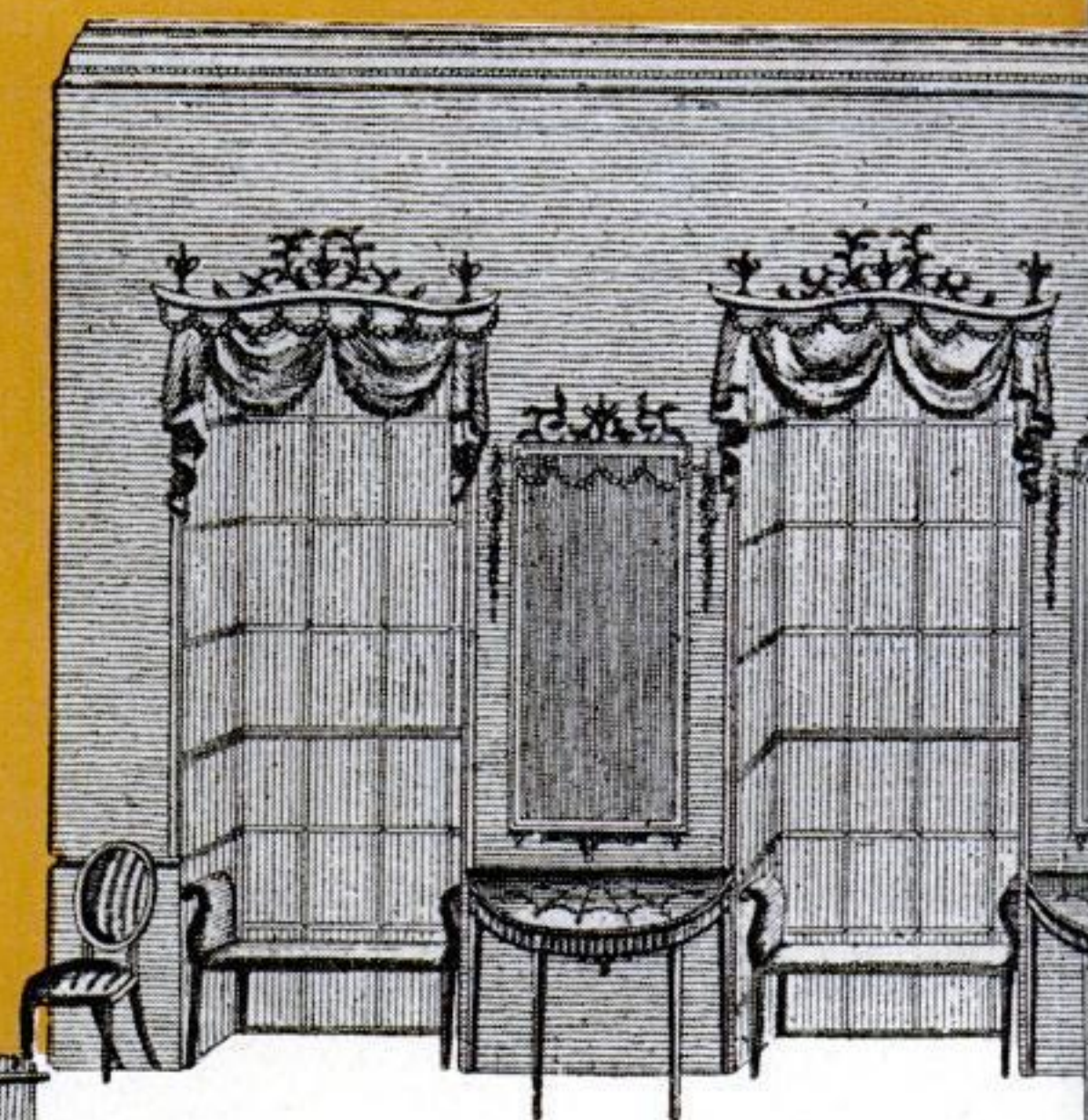
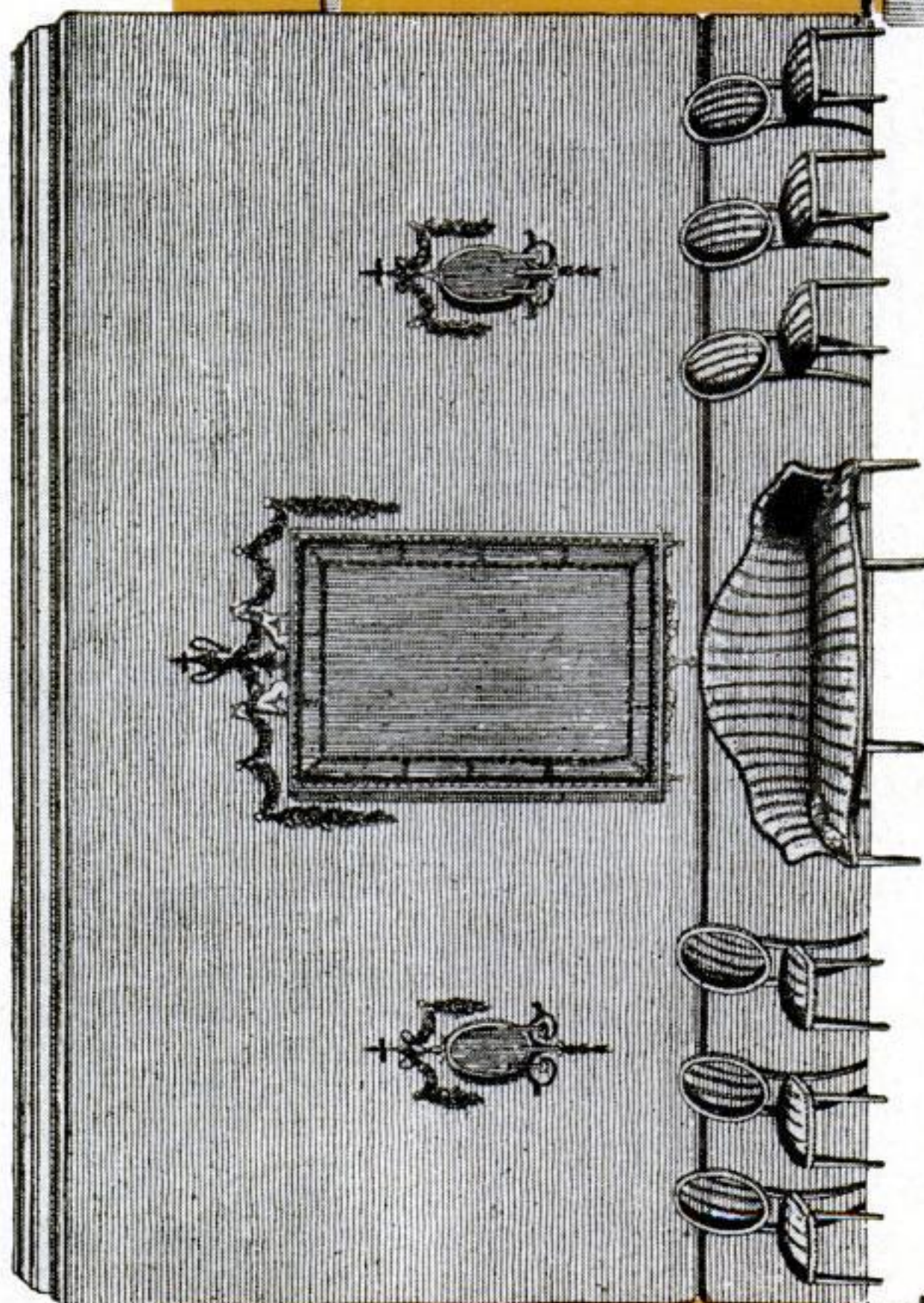
Window seats to fit under tall Georgian windows were a popular Hepplewhite item. The festoons are typical of him.



Carved wooden urns stood on pedestals in fine dining rooms and contained a knife case or table water.



Shaving table has a top which opens to reveal utensils. Mirror rises out of back. Drawers conceal water bottles.

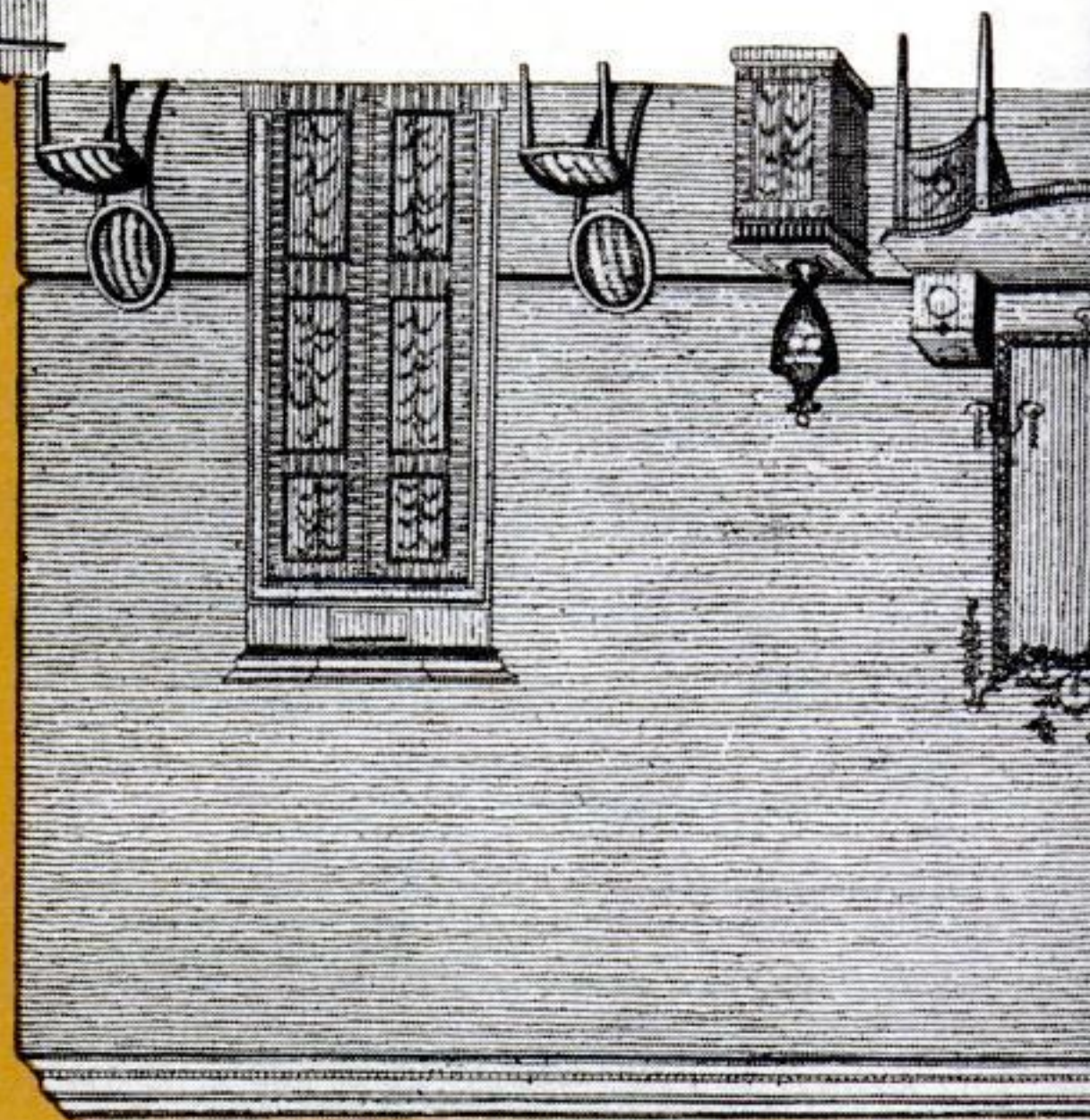


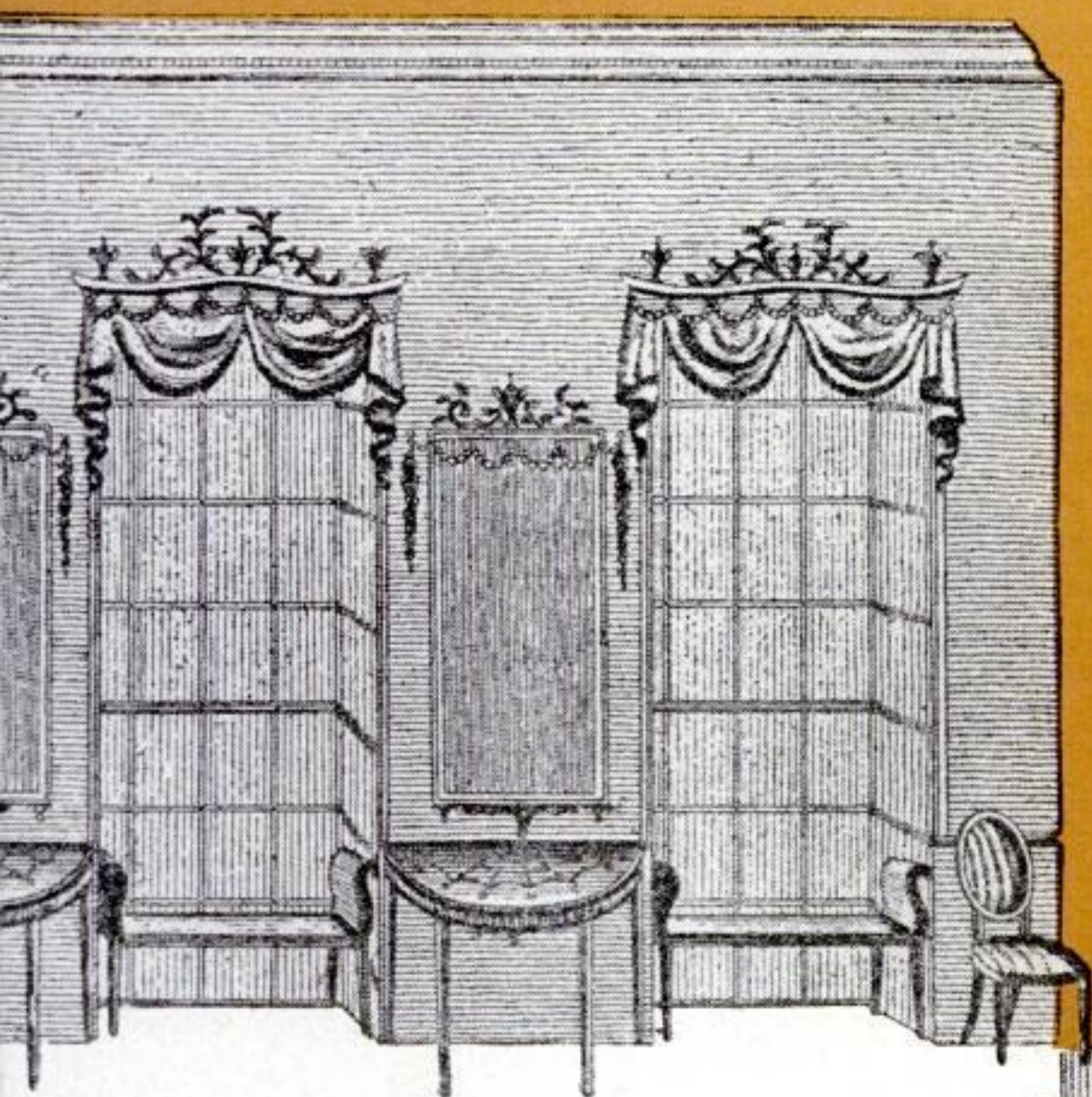
Hepple DELICACY WAS



George Hepplewhite (died 1786) follows Chippendale both chronologically and developmentally. He refined and slenderized Chippendale's heavier styling and

sometimes pretentious ornamentation. With Hepplewhite, Chippendale's stouter chair backs become delicate silhouettes, oval, shield or heart-shaped. Carving is in low relief and unobtrusive wheat husks, plumes and festoons replace earlier magnificence. Satinwood and much inlay are employed, and the pieces are smaller in size; Chippendale felt the proper width of a chair seat, for example, was 22



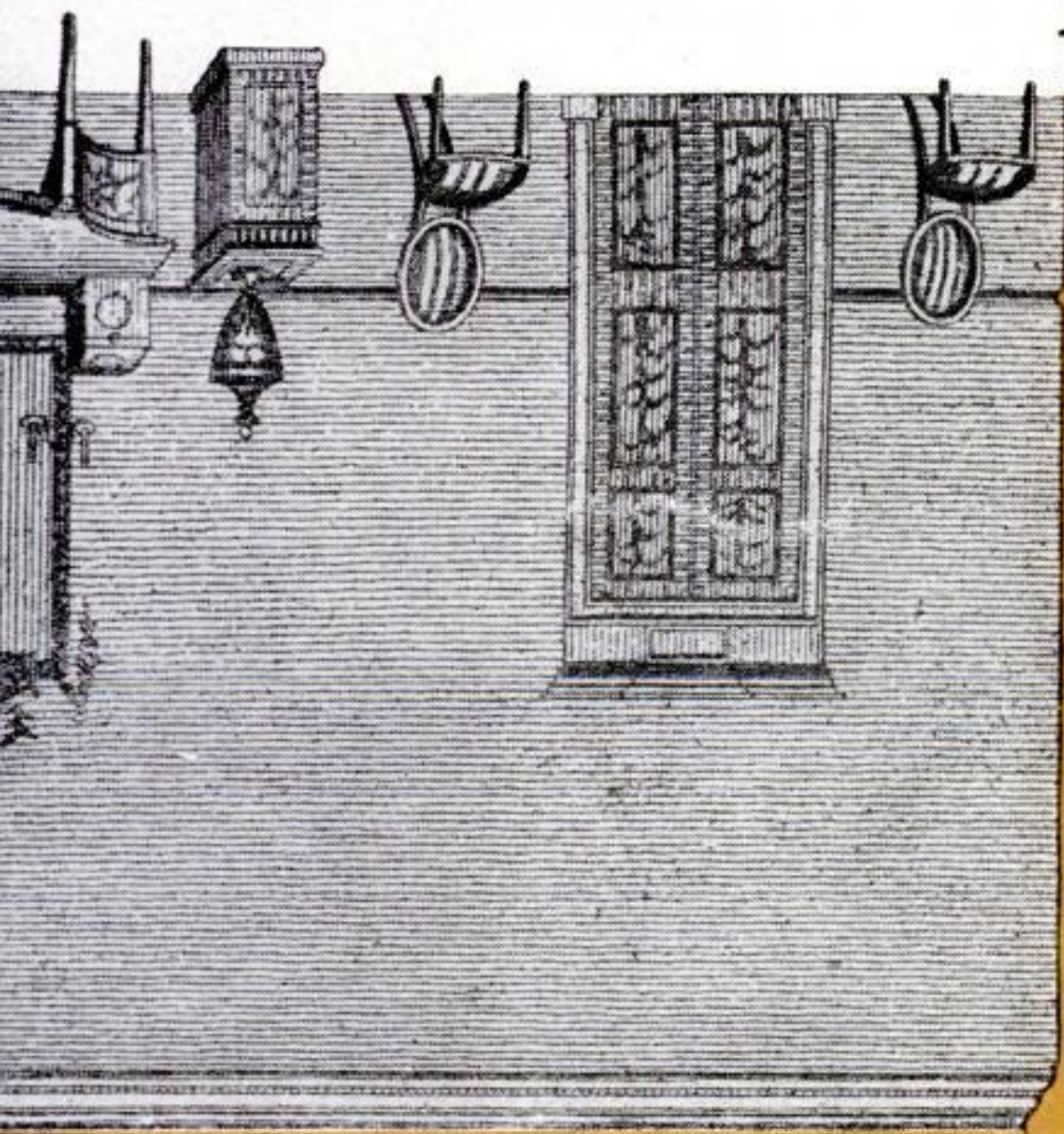
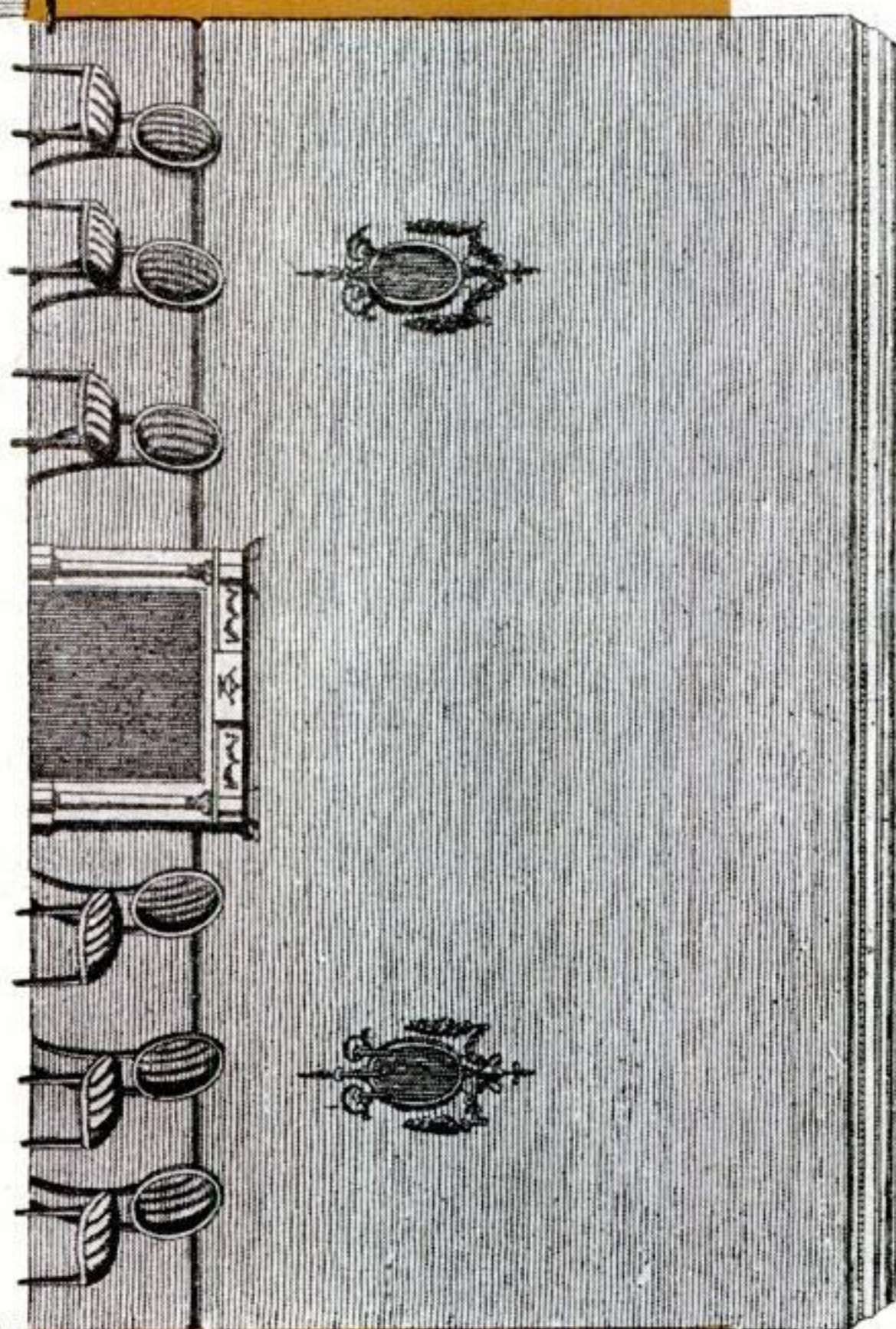


Hepplewhite designed an entire drawing room showing each wall separately, with furniture in place. One wall, however (*bottom panel*), was actually for a dining room, has a sideboard and urns. To be solely a drawing room, said he, sofas should replace the chairs flanking the chimney piece, and a bureau the sideboard.

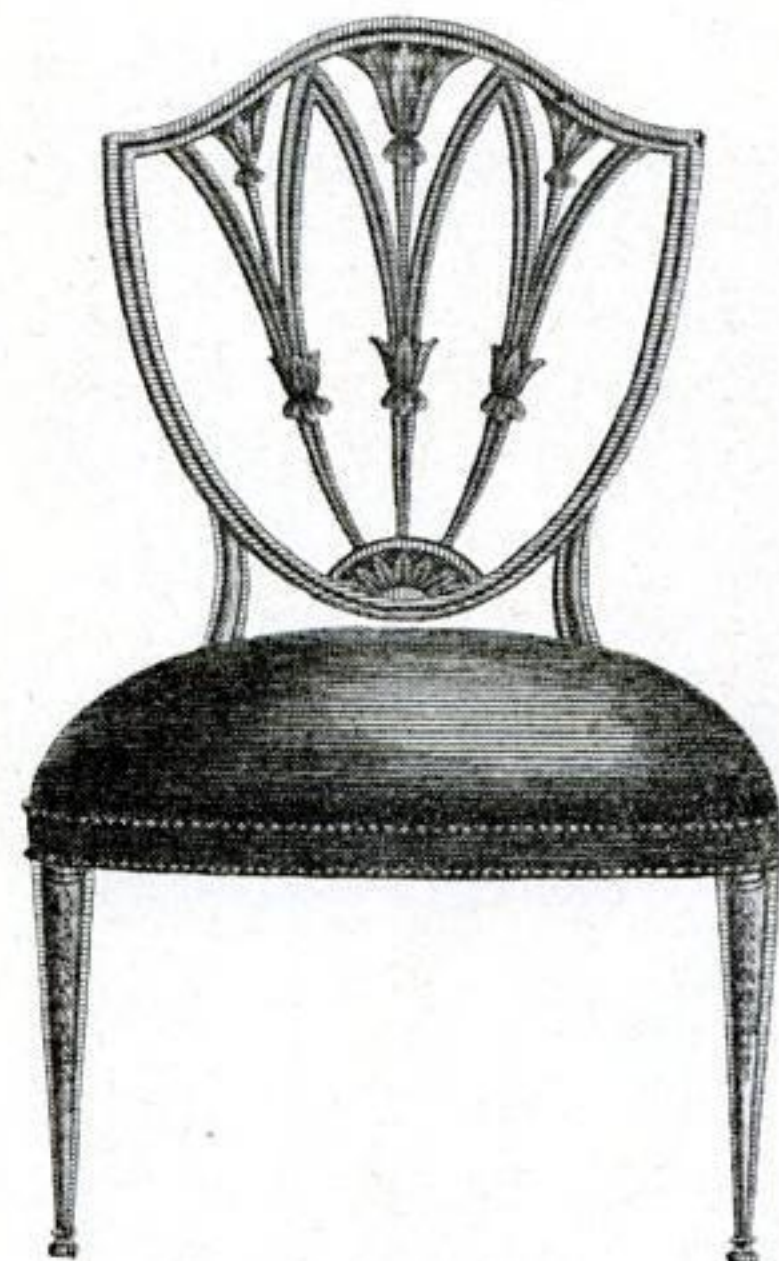
white HIS TRADEMARK

inches; Hepplewhite reduced this to 20.

Hepplewhite achieved fragility without sacrificing strength because of the quality of workmanship available to him, due in part to the guild system of "licensing" craftsmen. Hepplewhite himself was first a cabinetmaker's apprentice, receiving only his keep, before becoming even a journeyman. Some years later, having produced the "masterpiece" prescribed by the furniture guild, he opened his own shop. His book, in which these illustrations appeared, represents not merely his but his time's conception of the most advanced furniture styling. Its final plate, reproduced here, was a design for an entire room and is a demonstration of its author's sensitivity for fine décor.



Hepplewhite version of the popular Pembroke table displays his favorite spade foot, love of delicate inlay.

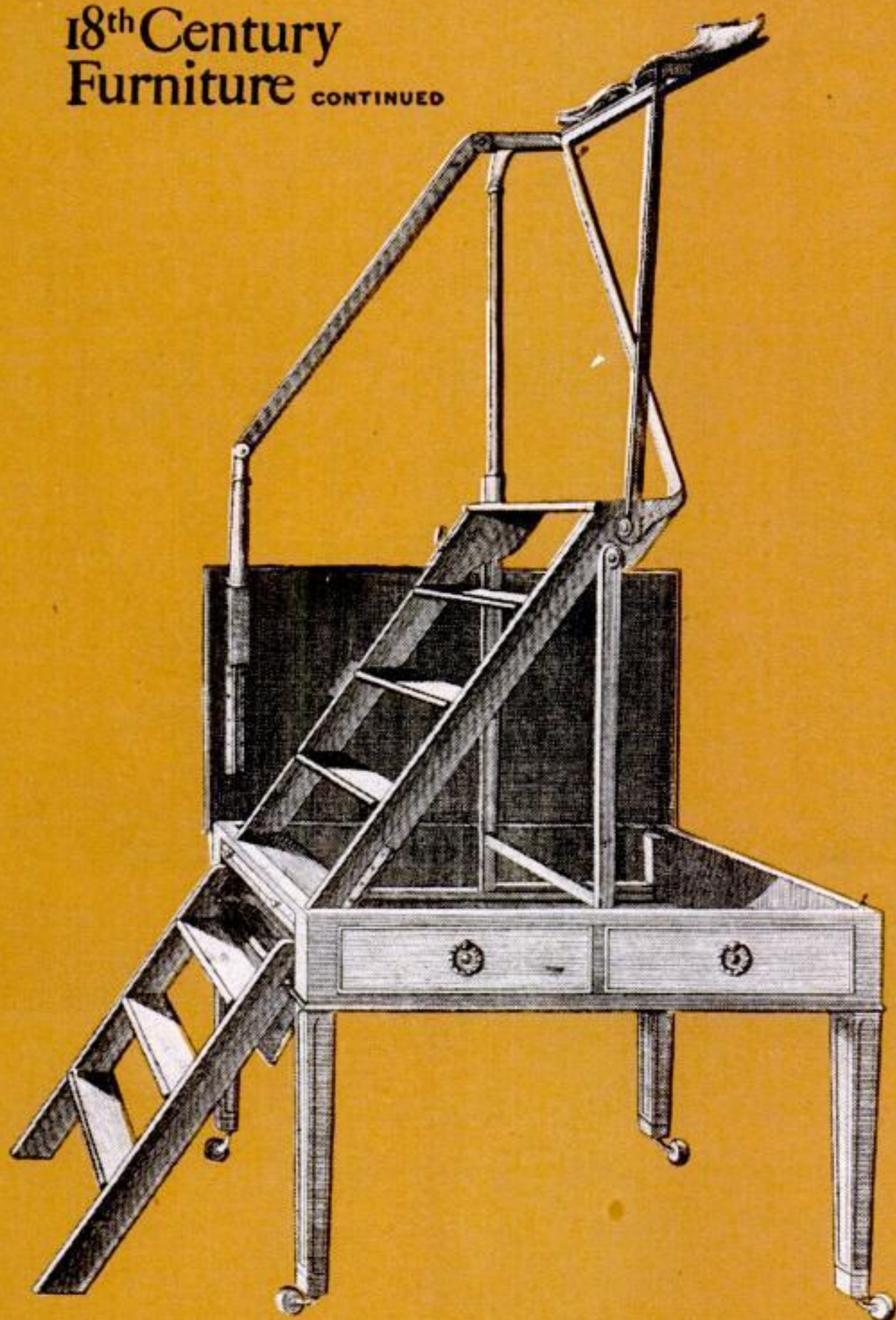


Chairs with shield back, tapered legs, feather or flower ornament and hair or cushion seats are characteristic.

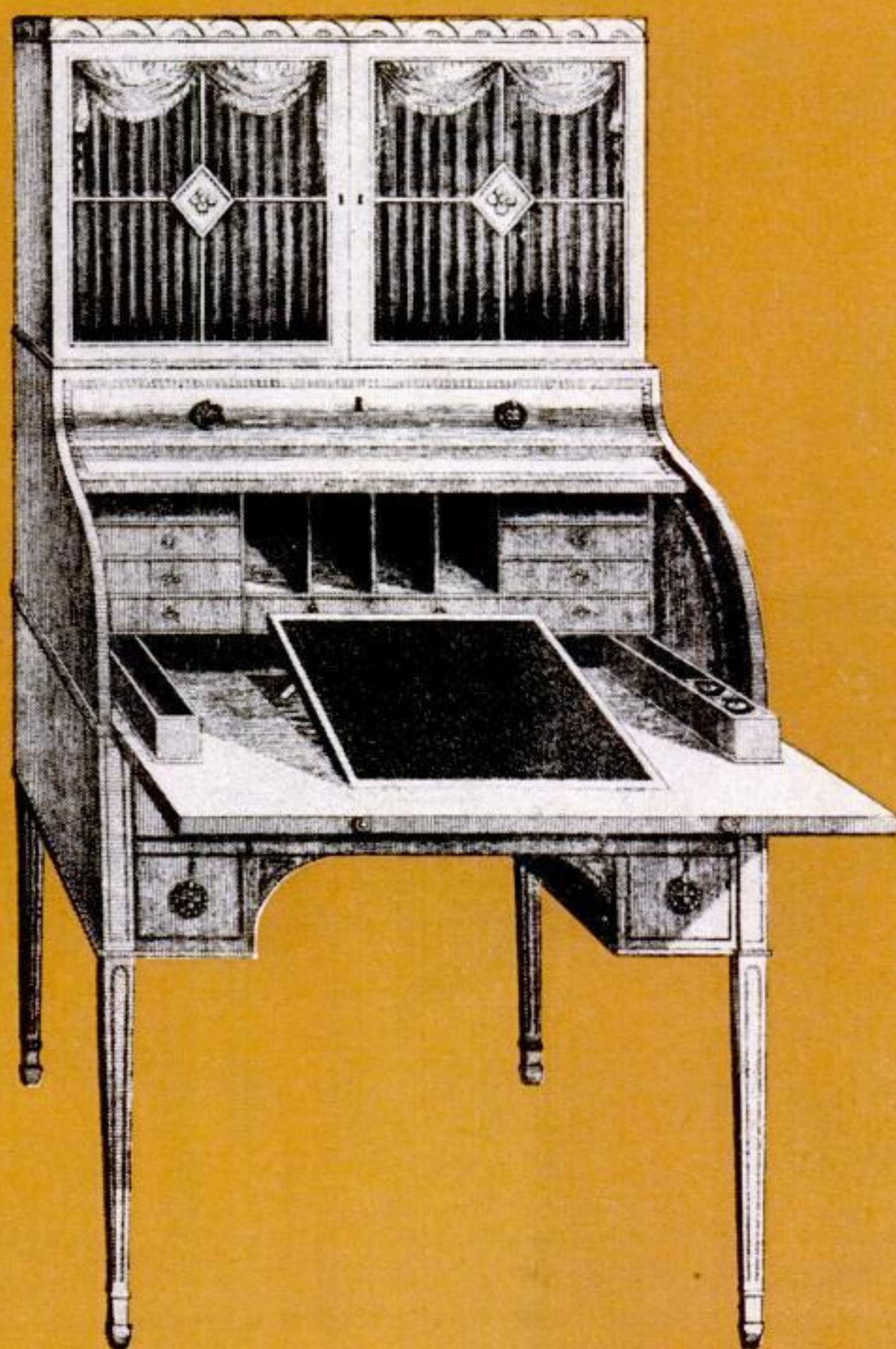


Tea caddies, with either painted or inlaid ornament, exemplify Hepplewhite's interest in the smaller pieces.





Steps for a library with out-of-reach bookshelves exemplify Sheraton's talent for mechanics. Folded up, they become a table.



Cylinder desk and bookcase with delicately tapered legs, curving sides and adjustable bookrack is in the best Sheraton tradition.



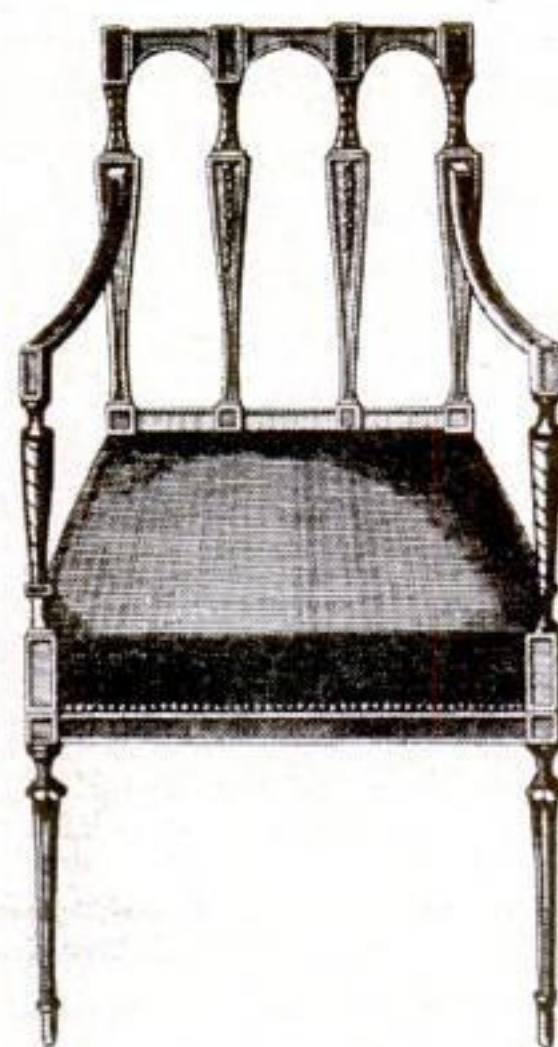
Sideboard illustrates how Sheraton combined straight lines, curves, exotic woods. Rail at back is brass, supporting adjustable candleholder.

Sheraton

HE CLOSED AN ERA OF GREAT FURNITURE

Thomas Sheraton (1751–1806) is the best example of the designer-publicist. An ex-apprentice, he made little furniture and never operated a shop. Gifted with a rare sense of proportion and grace, his major interest was publishing his furniture designs in books. Sheraton's insigne is the straight line combined with graceful curves. He incorporated many mechanical contrivances in his designs; some Sheraton "bason" (wash)-stands boast running water from a concealed tank.

His early work (*above and lower left*) displays a simple, proportioned rightness that places him second only to Chippendale. But his later designs, affected by his age's interest in the Napoleonic wars and the Near East, are tortuous conceits involving lions and sphinxes that presage the massive garishness of the 19th Century styles into which the Golden Age degenerated.



Sheraton chairs have squarish backs and tapering, often fluted



legs. Chair at right foretells the Empire style and Duncan Phyffe.



EARLIER 18TH CENTURY "bureau bookcase," called a secretary today, is walnut and gilt. It dates from about 1740. Part of the Irwin

Untermeyer collection in New York, this secretary has a secret compartment and mirrored front. Note unusual wishbone stretcher on chair.



FURNITURE STYLES OF THE 18TH CENTURY ARE BEST-SELLERS IN U.S. STORES TODAY

The political break between the 13 Colonies and Great Britain never extended to furniture. Wealthy colonists in Virginia imported furniture from England, and American cabinetmakers, many of them English-trained, kept abreast of current English styles. The Chippendale and Hepplewhite books, among others, received wide circulation in America, and the most widely known American designer, Duncan Phyfe, was greatly influenced by Sheraton. English designs continued in popularity, even when they developed into the heavy, gloomy style distinguished by the name of the then-reigning monarch, Victoria.

This tradition has never died. Middle-income families in the U.S. still furnish their homes mainly with English-styled pieces.

At Halle Brothers department store in Cleveland, where the picture above was made, about \$2 million worth of furniture is sold annually, the largest single item in the store's estimated \$40-million-a-year business. Last year 75% of it consisted of 18th Century reproductions. This year the percentage will be a little less; inexpensive modern furniture, particularly attractive to younger couples, is again available in quantity. But Halle Brothers and other stores the country over can sell cheap modern with the assurance that most of these young customers will return, a few years older and a few dollars richer, to order traditional pieces such as the leather wing chair (\$325), the breakfront (\$1,330), the coffee table (\$135) or tier table (\$85) in the model room above.



The RCA Metal Detector "blows the whistle" on any particle of metal that may have crept into the package.

RCA Electronic Metal Detector—

arrests "stowaways" in packaged products!

It stands guard over everything from breakfast cereals to after-dinner mints, from cigarettes to cough drops . . . eliminating the chance that a bit of foreign metal might slip by. It helps American industry—that employs every precaution to assure product purity—to protect automatically the foods you buy.

High-frequency radio waves form an invisible wall—sound the alarm, if any metal is accidentally present. Even tiny metallic flakes with a diameter of 70-thousandths of an inch instantly cause rejection by this amazing RCA achievement.

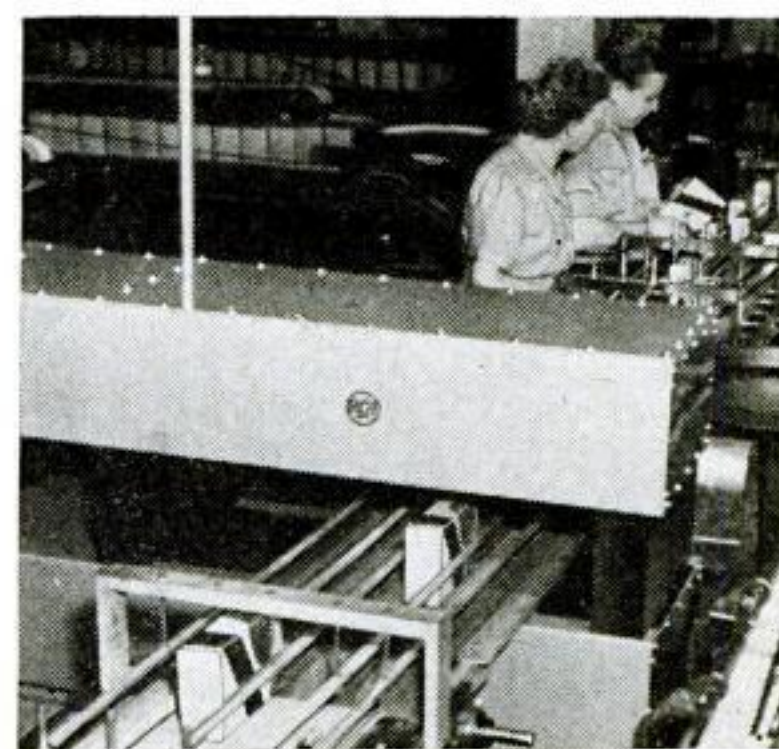
The RCA Metal Detector was developed by RCA engineers in co-operation with RCA Laboratories—

a world center of radio and electronic research. The same pioneering, research and accumulative experience that produced this Metal Detector keep *all* RCA products at the top in their fields.

So when you buy anything bearing the RCA emblem—an RCA Victor radio, a television receiver, Victrola radio-phonograph, phonograph record or radio tube, you get one of the finest instruments of its kind science has achieved.

"Victrola" T. M. Reg. U. S. Pat. Off.

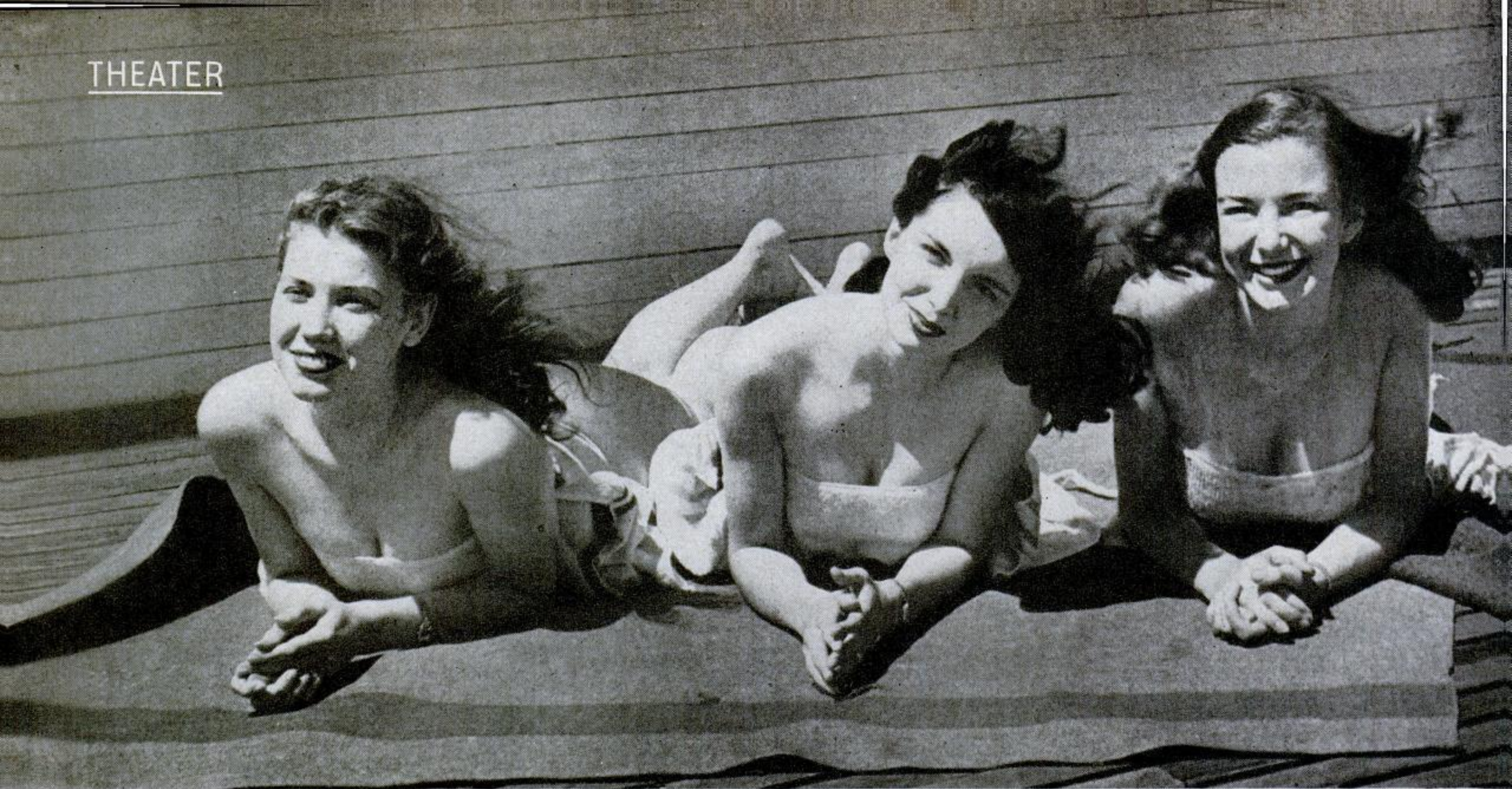
When you're in New York, don't miss seeing the radio and electronic wonders at RCA Exhibition Hall, 36 West 49th St., across from Radio City. Free admission. *Radio Corporation of America, RCA Building, Radio City, New York 20.*



The RCA Metal Detector operates automatically (with a rejection device or by stopping the conveyor belt) or manually (by giving an alarm or signal). Besides protecting packaged products, the RCA Metal Detector also saves expensive processing machinery from costly damage by "tramp" metal. For further information, write to RCA, Victor Division, Engineering Products Dept., Camden, N. J.



RADIO CORPORATION of AMERICA



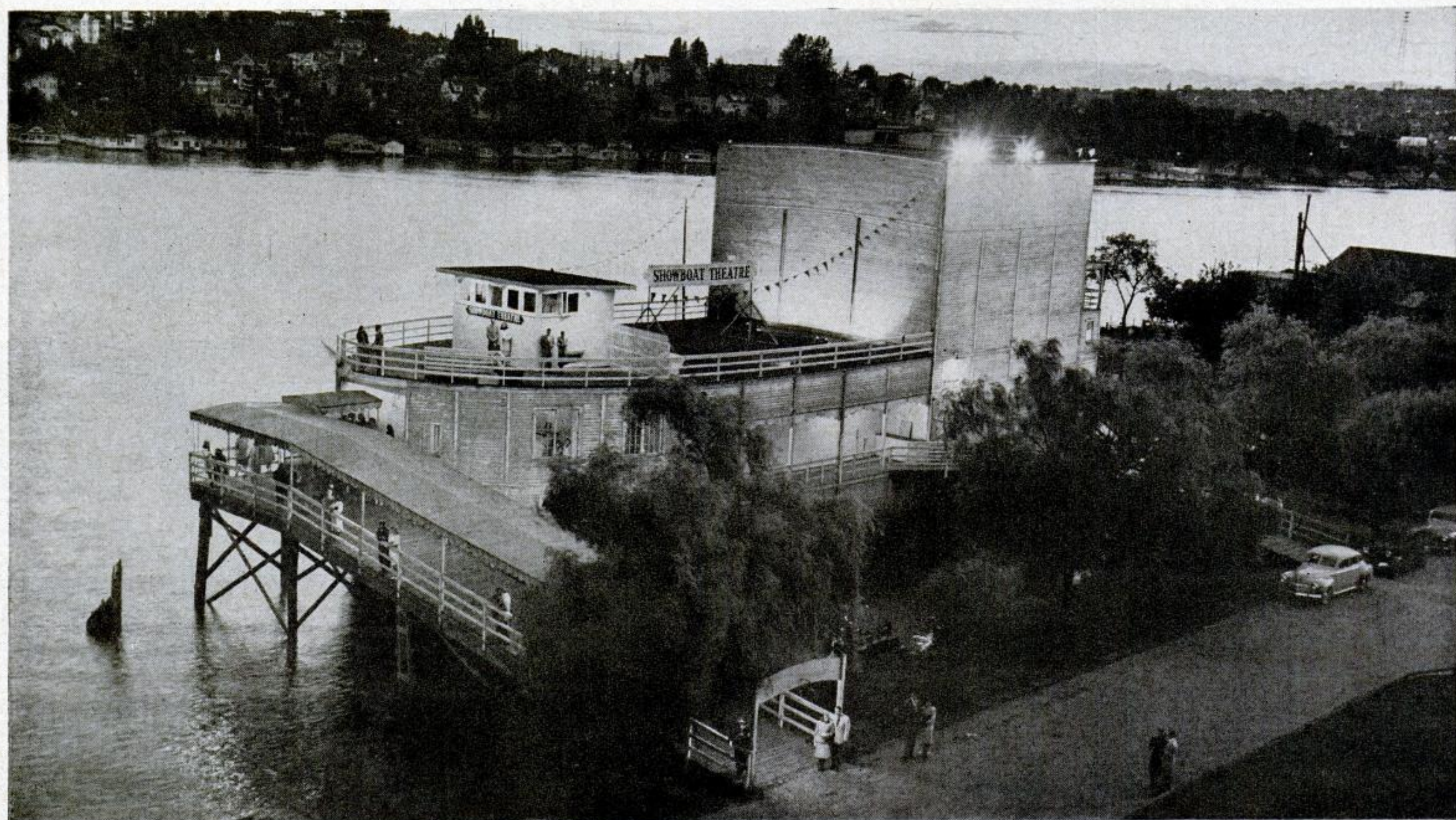
WRAPPED IN TOWELS, DRAMA STUDENTS SUNBATHE ON THE UPPER DECK OF THE SHOWBOAT THEATRE. LEFT TO RIGHT, THEY ARE LORI LANEGGER, BETTY JANE

COLLEGE THEATER

University of Washington students learn to act on a showboat stage

In most colleges dramatic-society members have a hard time getting theatrical experience. They play spasmodic performances in inadequate auditoriums before audiences of families and friends. They never really lose their self-consciousness. But at the University of Washington in Seattle, the drama students have none of these disadvantages. They act all the time. Two hundred of them keep two theaters running full blast six nights a week, even in

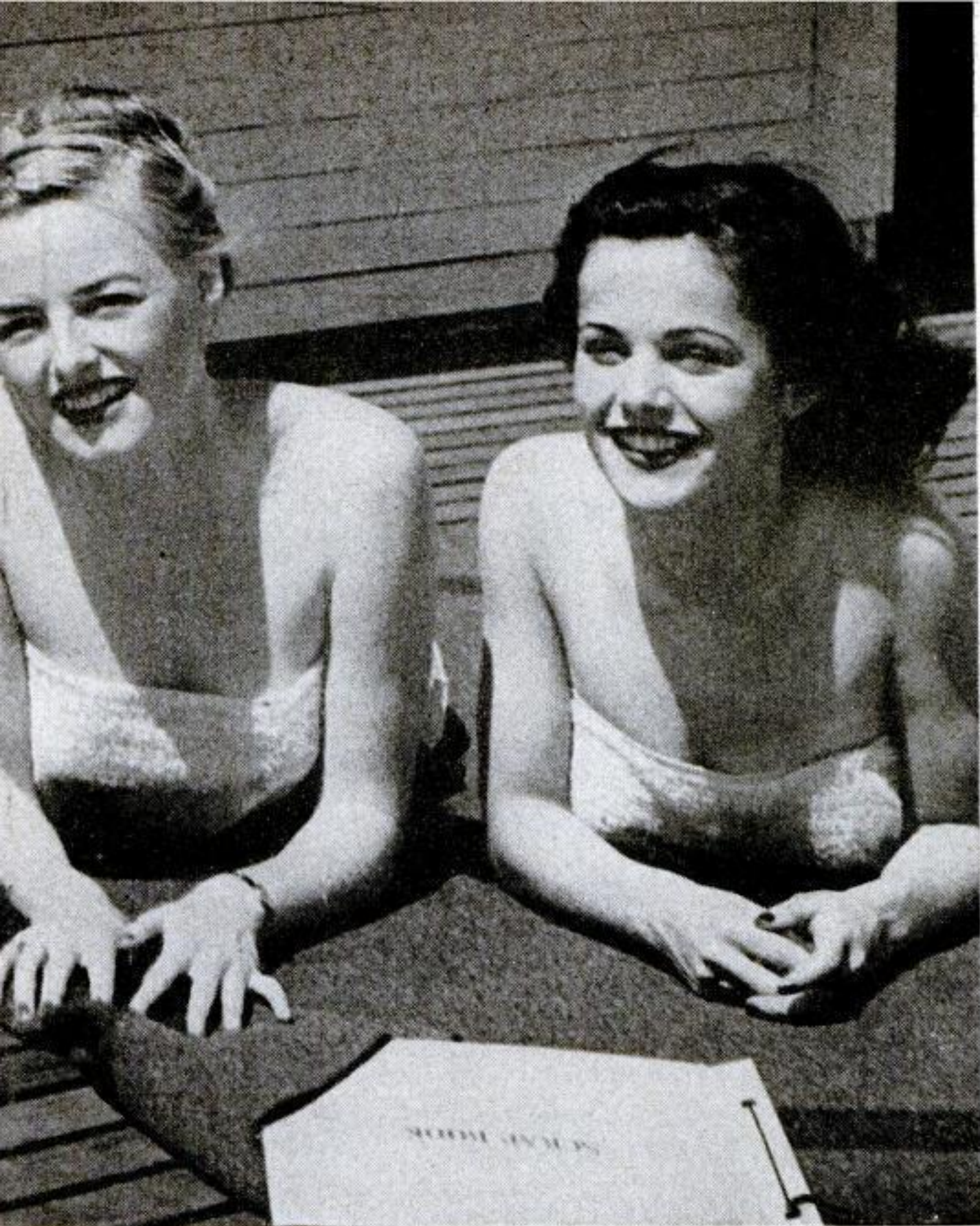
summer. To both these theaters, at 80¢ a ticket, flock audiences from Seattle and the campus. On piles on the shore of Lake Union is the Showboat Theatre (below), where actors and actresses can swim and sunbathe between rehearsals. On the campus itself is the Penthouse Theatre (p. 87), where actors perform, circus style, in center of the audience. Best gauge of students' skill are the box-office receipts. Last year Washington's theaters cleared \$10,000.



SHOWBOAT THEATRE stands in Lake Union. Here on a warm evening playgoers collect for a performance

of Edward Chodorov's *Kind Lady*. Like other new college theaters Washington's are better equipped than many

Broadway houses. The Showboat has a revolving stage, a remote-controlled switchboard, permanent plaster "sky."



STANLEY, ANN RAMHURST, SANDY GORE, MARIE LOUISE ("ZIZI") BLANC



IN COSTUME CLASSROOM Betty Jane Stanley works at sewing machine while Marie Blanc tries on headdress and Jack Wright waves Macbeth's sword.

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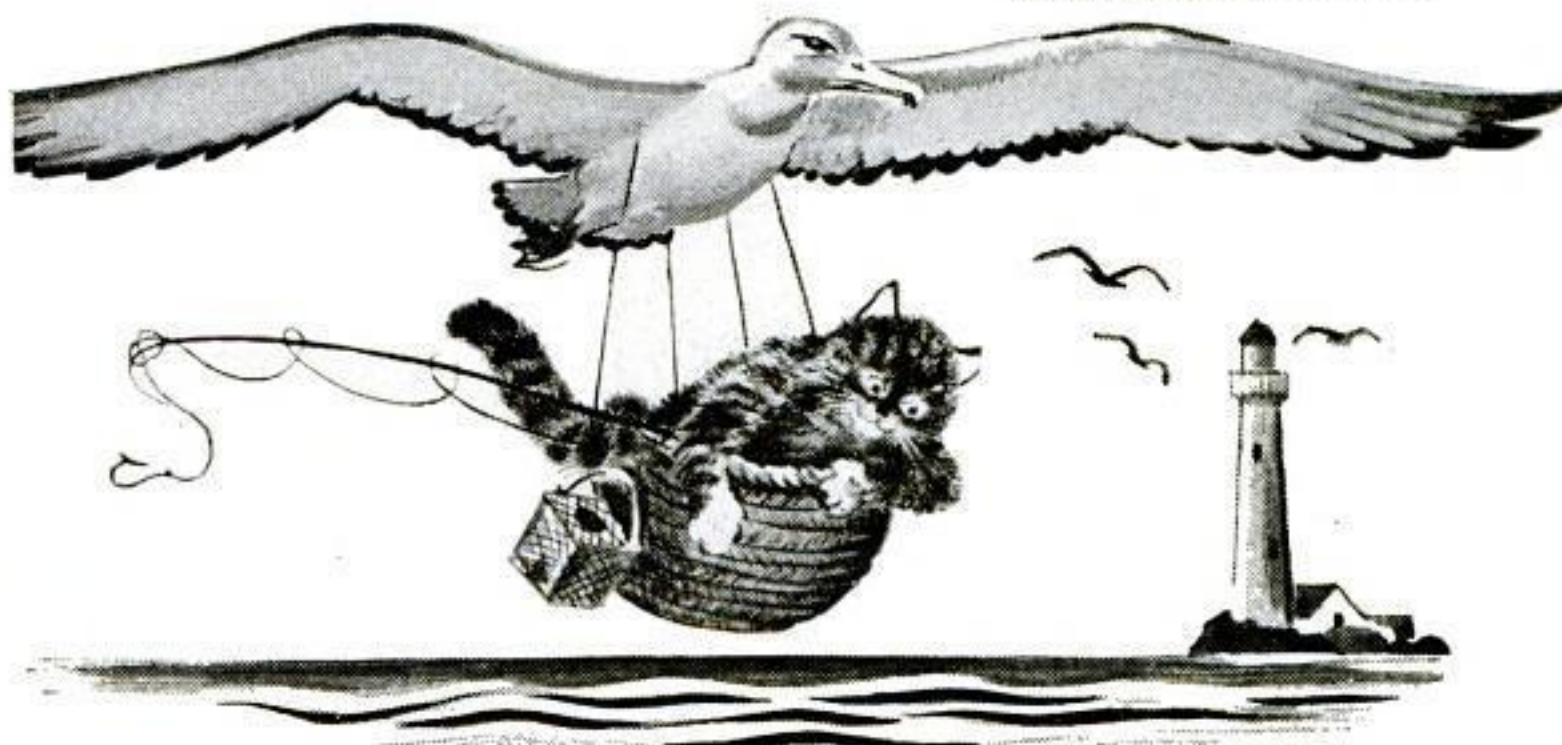
F Rojankovsky

P

is for PORCUPINE

To the creatures who befriend me
The sharp needles that defend me
Are small gifts I grant
freely with pleasure.

The kind remark,
The Leaf and Bark
Given me are repaid
with good measure.



C

is for CAT

I am out for this ride
With an excellent guide,
A wise bird who
knows Fish A to Z.
He leads me to toppers,
Big ones that are whoppers
Large enough for two meals
—maybe three.

Leaves and bark content a porcupine. But they'd never please a cat. For different animals enjoy different diets.

The cat, of course, takes to fish—and wisely, too. For fish is known to contain superior protein for a cat's growth and maintenance.

So Puss 'n Boots Cat Food, designed especially to meet your cat's particular nutritive needs, is 85% fresh-caught whole fish... not merely parts of fish or fish by-products. It contains the health-building protein, vitamins, minerals and oils natural to fish—and fine for your cat.

And for all-purpose balance, carefully selected cereals and other important elements are added, too. Ground-up, and cooked in the can with the whole fish, they make Puss 'n Boots a ready-to-feed, well-rounded diet—one your cat will love and thrive on.

Enthusiastically endorsed by thousands of owners, breeders and veterinarians, Puss 'n Boots is America's leading cat food.

If your grocer hasn't enough Puss 'n Boots, please be patient. More is on the way every day.

Puss 'n
Boots

C is for Cat... and so is Puss 'n Boots

©1947, Coast Fishing Co., Wilmington, Calif.





MAKE-UP LECTURE is given by John Ashby Conway, associate professor of drama. Here he uses a model to show girls how to touch up the hairline.



STAGE ELECTRICIAN, Student Wayne Dunlap, operates control panel from prompter's box. He wears grease paint because he doubles as an actor.



IN DRESSING ROOM girls get ready during performance. They can listen to the play, which is broadcast to the whole boat by public-address system.

CONTINUED ON PAGE 87

Mansfield Jogs

Campus bound
Jogs
East, West . . .
Old Hi' or Si-wash
. . . here's a long-
wearing "doddle"
for style-hep
lads of the
land. Jogs
just roll along
on your feet!

Mansfields
Start at \$8.95

Mansfield Jogs

Mansfield Shoes, Whitman, Massachusetts

MILES AHEAD

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CLOCK YOUR TRIP—you'll get long distance with every gallon of Mobilgas Special—Flying Horsepower! A standout for pep and power, too! Try it for flashing getaway at the light—easy climb on hills—smooth,

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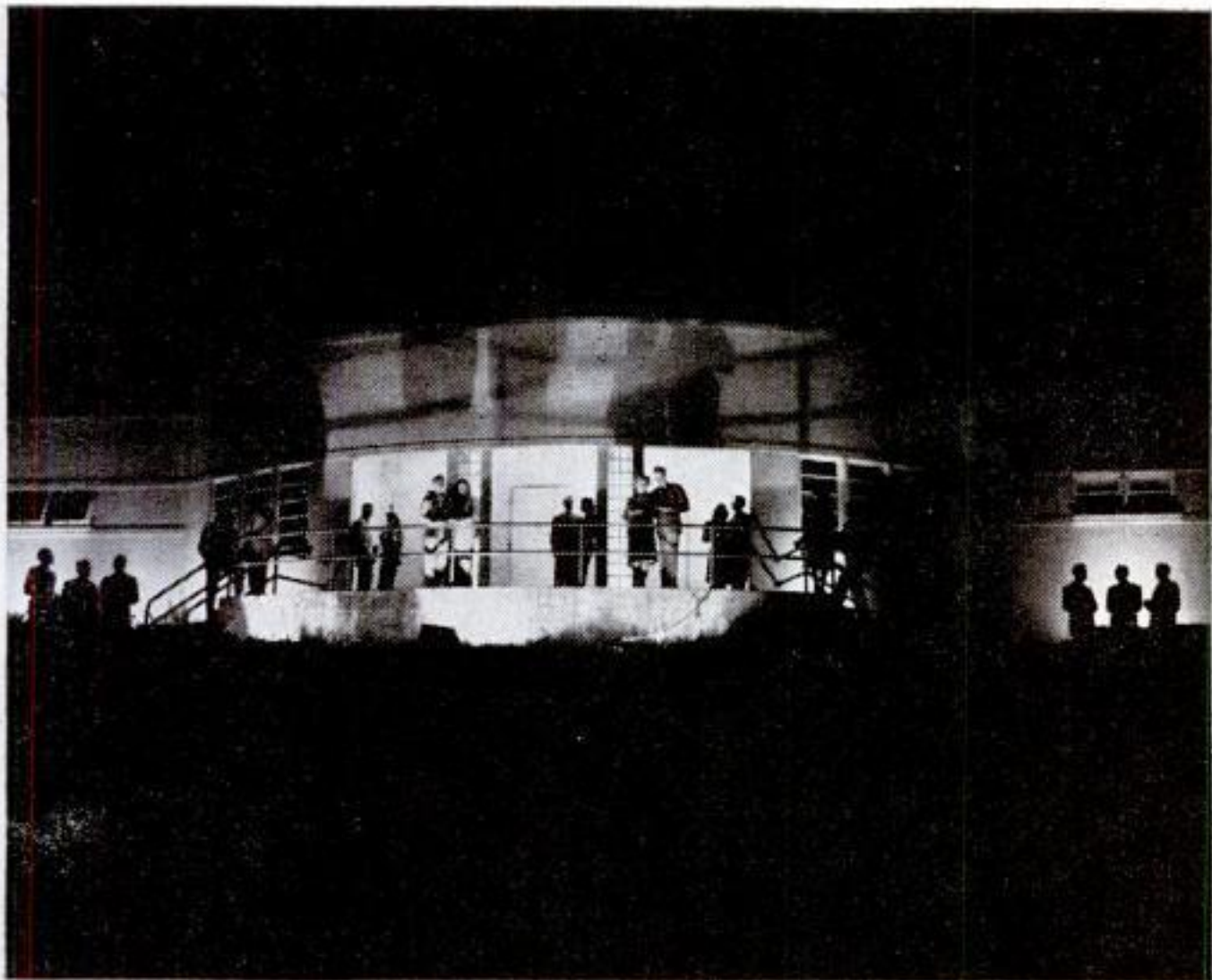
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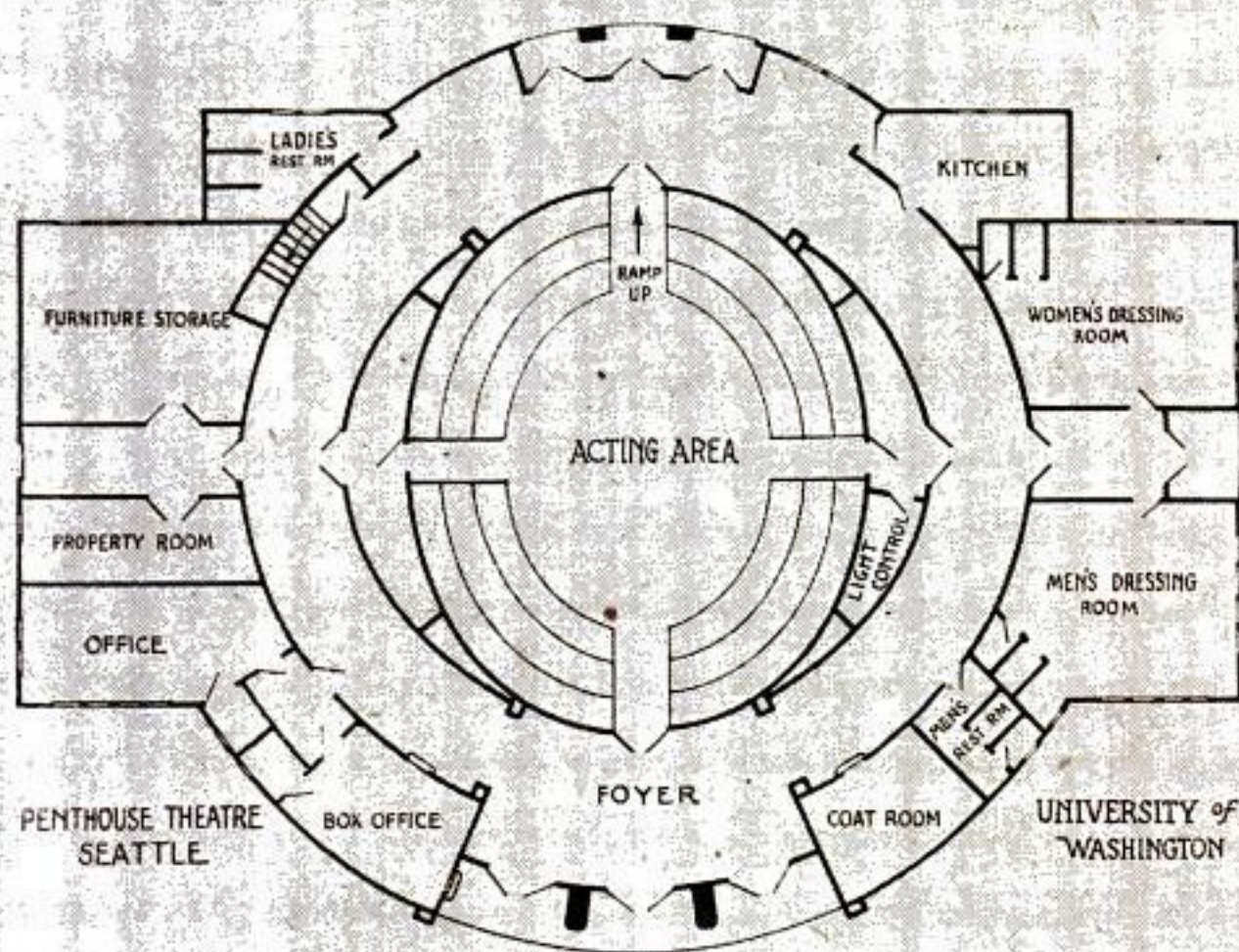
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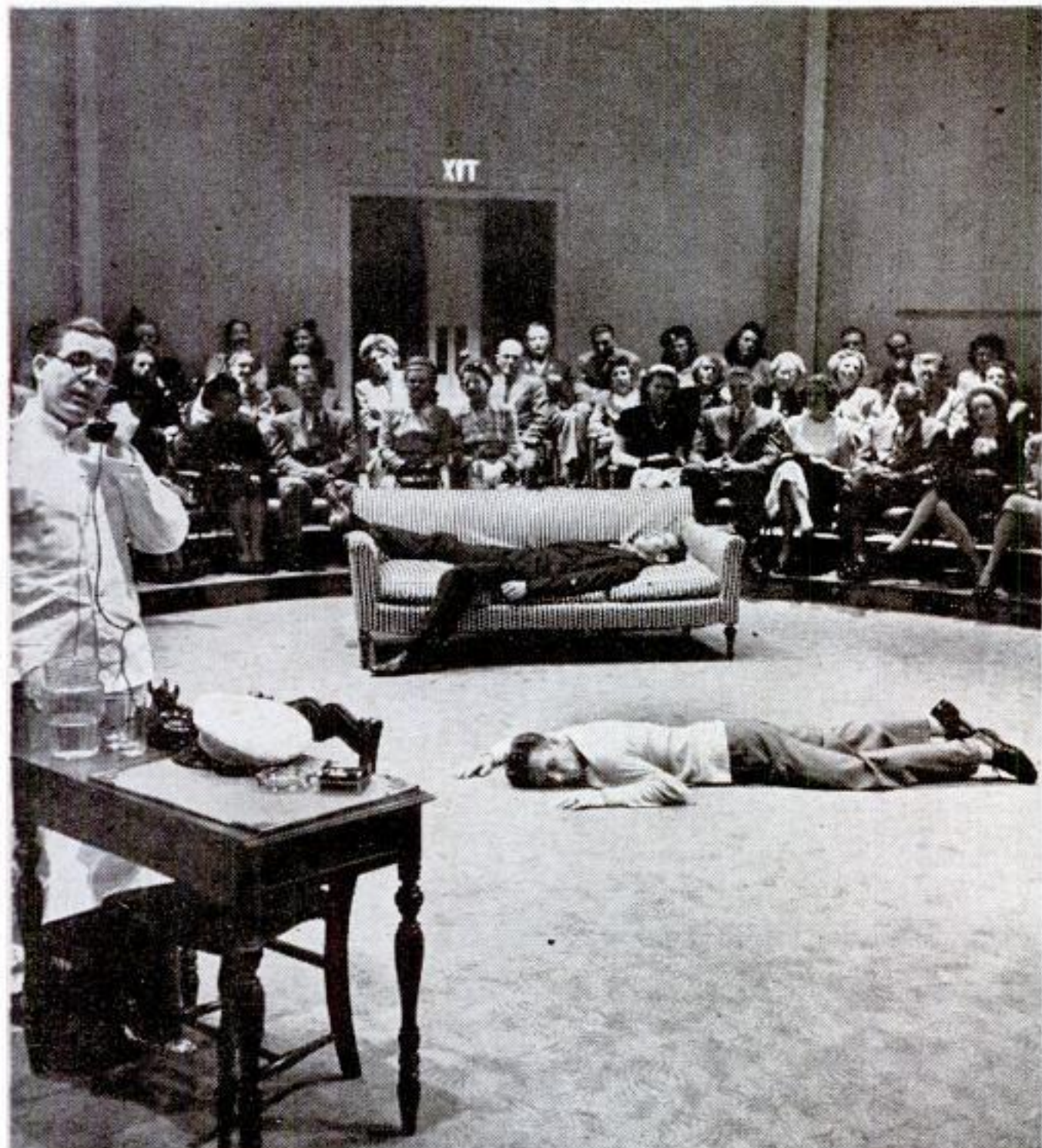
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FLOOR PLAN of the Penthouse Theatre shows how audience seats surround oval stage in the center. It is first U.S. theater to be built in this way.



DURING PLAY the audience sits around stage in raised seats, gets illusion of being in the same room with actors. Light comes through holes in ceiling.

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rise, and its scent is a pleasure to have around. It's excellent before and after electric shaving, too.

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Paul Lukas *James Thurber*
Norman Rockwell *Brook Benton*

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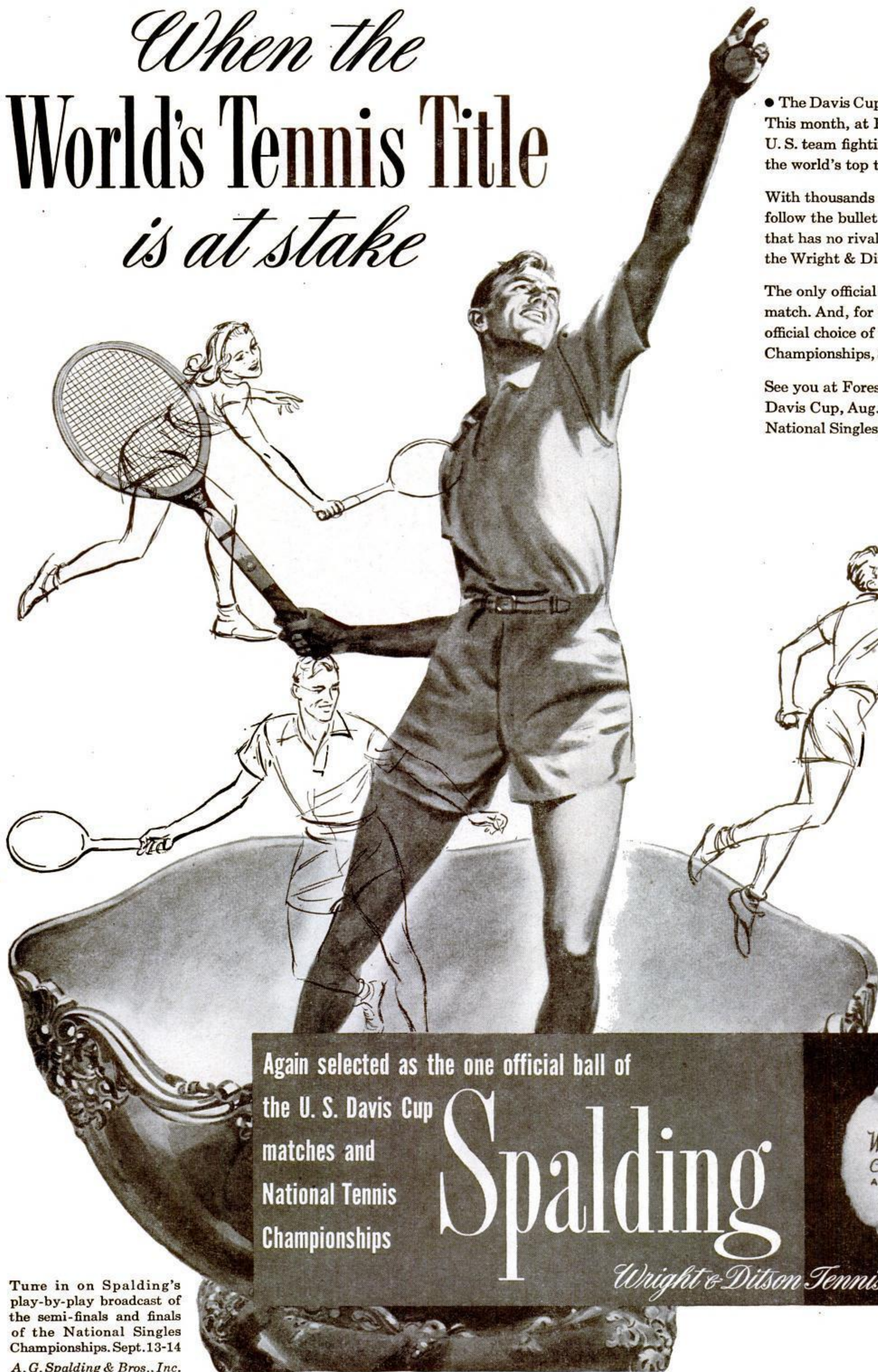


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of the National Singles
Championships. Sept. 13-14
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ON "FRONT PORCH" OF HER MULTILEVELED GARDEN IN FRANKFURT-AM-MAIN, 62-YEAR-OLD FRAU WANDERER PROUDLY DISPLAYS A BOWL OF FRESH TOMATOES

GARDEN IN RUBBLE

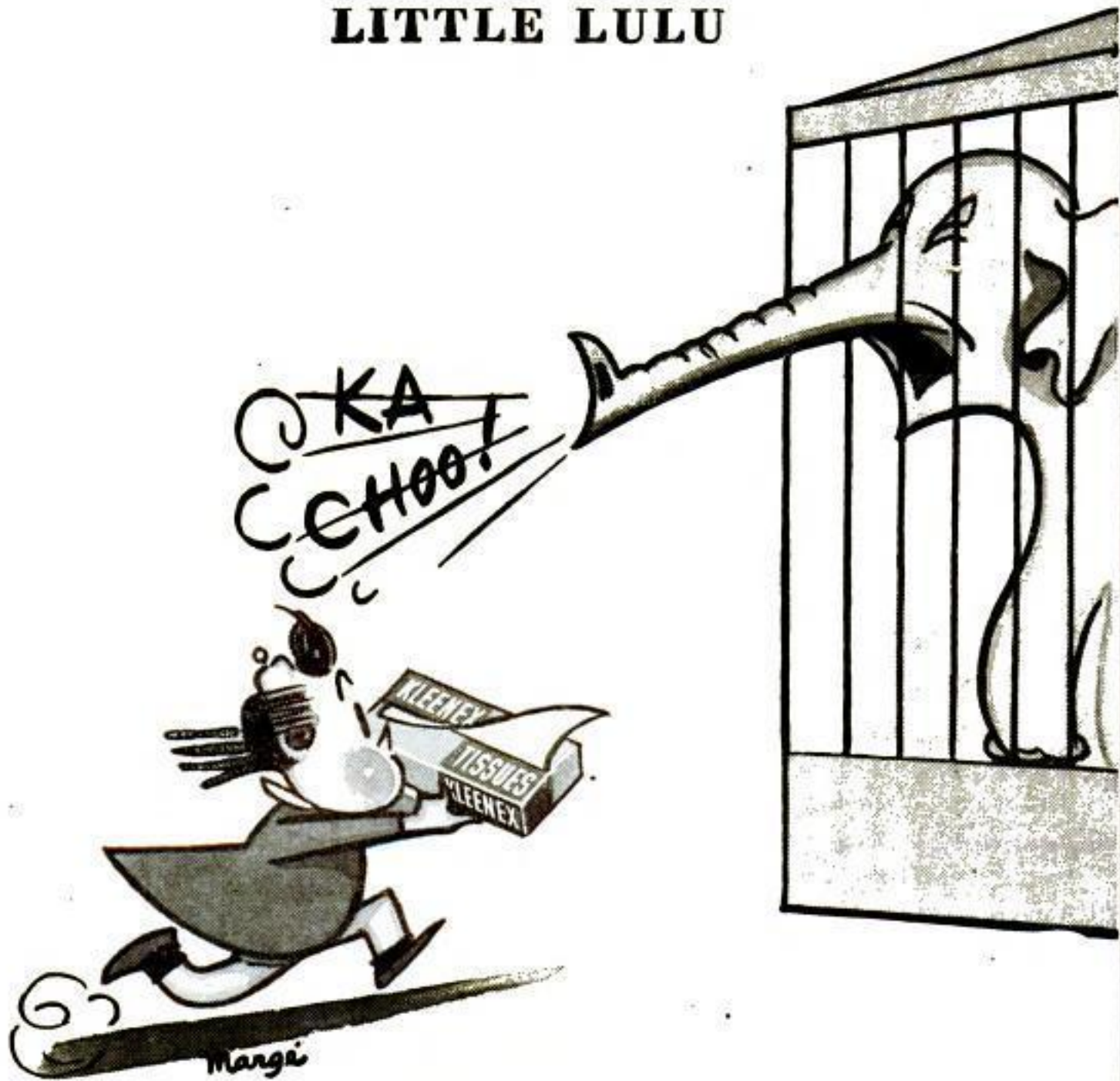
German widow beats food shortage
in the wreckage of her former home

Two years ago, when the war ended, the German woman shown above had lost her husband and her treasured old house in Frankfurt-Am-Main. Although she still had some money of her own, she faced the possibility of not getting enough to eat. Today, with the food situation in Germany still critical, Frau Sophie Wanderer, through her own inventiveness and persistence, has so much food that she is giving it away.

She accomplished this by turning the rubble of

her house into a garden. She filled pots, pails and barrels with earth and set them out on the levels of her former home. This summer some 500 receptacles are bearing tomatoes, lettuce, beans and, most important, tobacco. Frau Wanderer waters them twice a day from the one remaining water tap and fertilizes them with manure that she sweeps up from the city streets. Although she has an apartment, she prefers to spend the summer in a shack in the garden. "To save commuting," she explains.

LITTLE LULU



"Nothing but Kleenex could take care of THIS!"


Little Lulu says... Compare tissues—compare boxes—and you'll see why 7 out of 10 tissue users like Kleenex* best! Soft! Strong! Pops Up! It's America's favorite tissue.

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They're as happy and as comfortable as can be . . .

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- Vat Dyed Colors
- Full Cut Sizes
- Neckbands will not stretch
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1350 Broadway,
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McKEM CLOTHING CO. DIVISION OF JORDAN MCHUGH & COMPANY, INC. NEW YORK, N. Y.

Garden in Rubble CONTINUED



TOMATOES, like the other vegetables, are canned to help through winter. Last year's crop totaled more than 600 pounds, most of which she gave away.



TOBACCO is barter medium for things she cannot buy. Despite the easy access to garden through wreckage (background), nothing has ever been stolen.

Round-Up at Sundown



Guests register satisfaction when Kentucky Tavern is served. One of the world's great Bonds for three generations—its full-bodied, Old Kentucky character makes any drink tastier... completely enjoyable.

Glenmore Distilleries Company
Louisville, Kentucky

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Fishing — great American pastime. To millions of enthusiasts, from the expert angler to the hopeful boy with the crooked pin, a place to fish is a promise of adventure, and a favorite part of the American Scene. Painted by C. Ivar Gilbert.



Throughout this nation of coffee lovers **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

● Like good fishing, good coffee is one of America's enthusiasms. And because Maxwell House is America's favorite coffee, it, too, is a familiar part of the American Scene.

That "Good to the Last Drop" flavor is the reason. To achieve it, choice Latin-American coffees are ex-

pertly blended for *mellowness... vigor... richness... full body!* Then "Radiant Roasting" develops the full flavor goodness. Vacuum packing seals it in, roaster-fresh. No air can get in—no flavor can get out! No wonder more people buy and enjoy Maxwell House than any other brand of coffee *at any price!*

Tune in... Maxwell House Coffee Time, starring Frances Langford, with Carmen Dragon's music... NBC, Thursday night



NEWS! Now in Instant form too!

Good to the Last Drop!

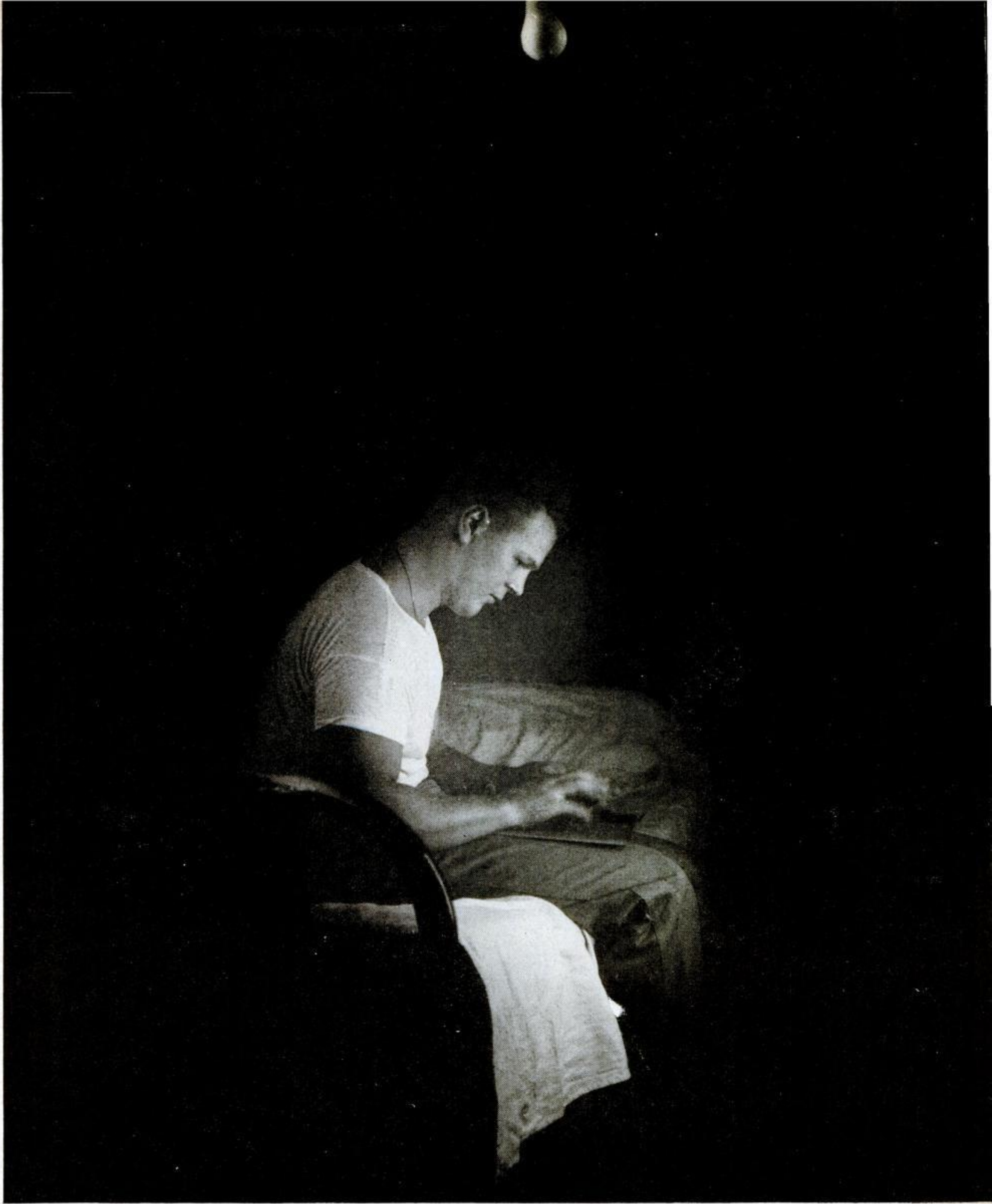
MAXWELL HOUSE, TOO,

IS PART OF THE AMERICAN SCENE



Products of General Foods

IN THE DARKNESS of his room Lance sits below an unlit bulb as he cuts exact and complex patterns in leather with the point of a razor-sharp tool.



BLIND VETERAN

HE WORKS HARD AND ENJOYS LIFE IN A WORLD HE CANNOT SEE

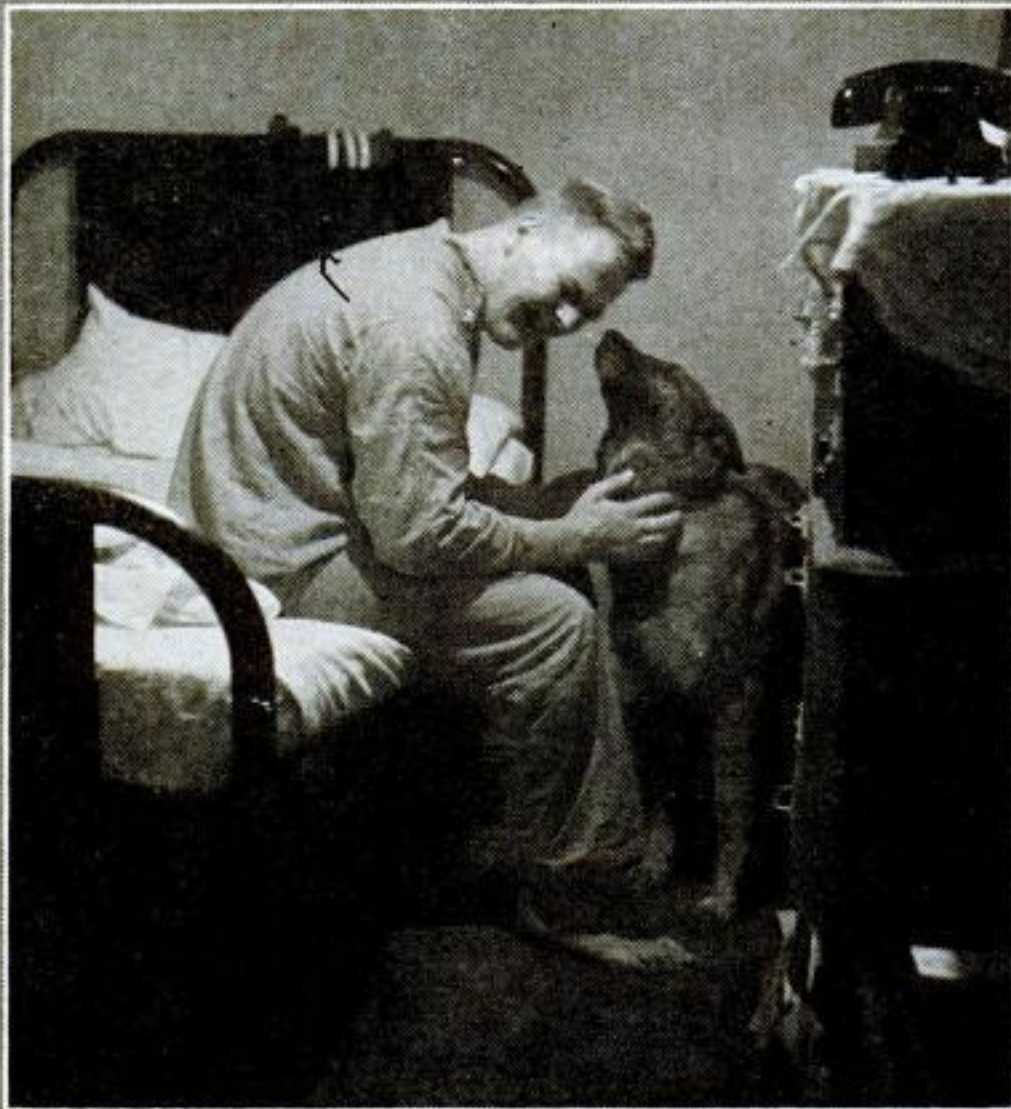
Tony Lance is a husky, well-set-up young man with a pleasant face and a quiet manner. He has a high-school diploma, an Army discharge, a steady job and a good lead on an apartment where he and his girl can settle down after they get married. He is a Catholic, a casual Democrat, a radio and baseball fan and a skillful dancer. He is also totally blind.

On New Year's Day 1945, at the height of the Battle of the Bulge, fragments of an exploding land mine pierced both of Lance's eyes. During

the first frightening weeks of his treatment in Paris and at Valley Forge General Hospital in Pennsylvania he was able to distinguish night from day. For a while he clung to the pitifully slim hope that he might see again. Then even the strongest light faded, leaving him in darkness, despondent and afraid.

But before long the unalterable fact of his blindness became a challenge to him. With the courage which tragedy brings out in so many seemingly ordinary people, Lance began the tedious job of reor-

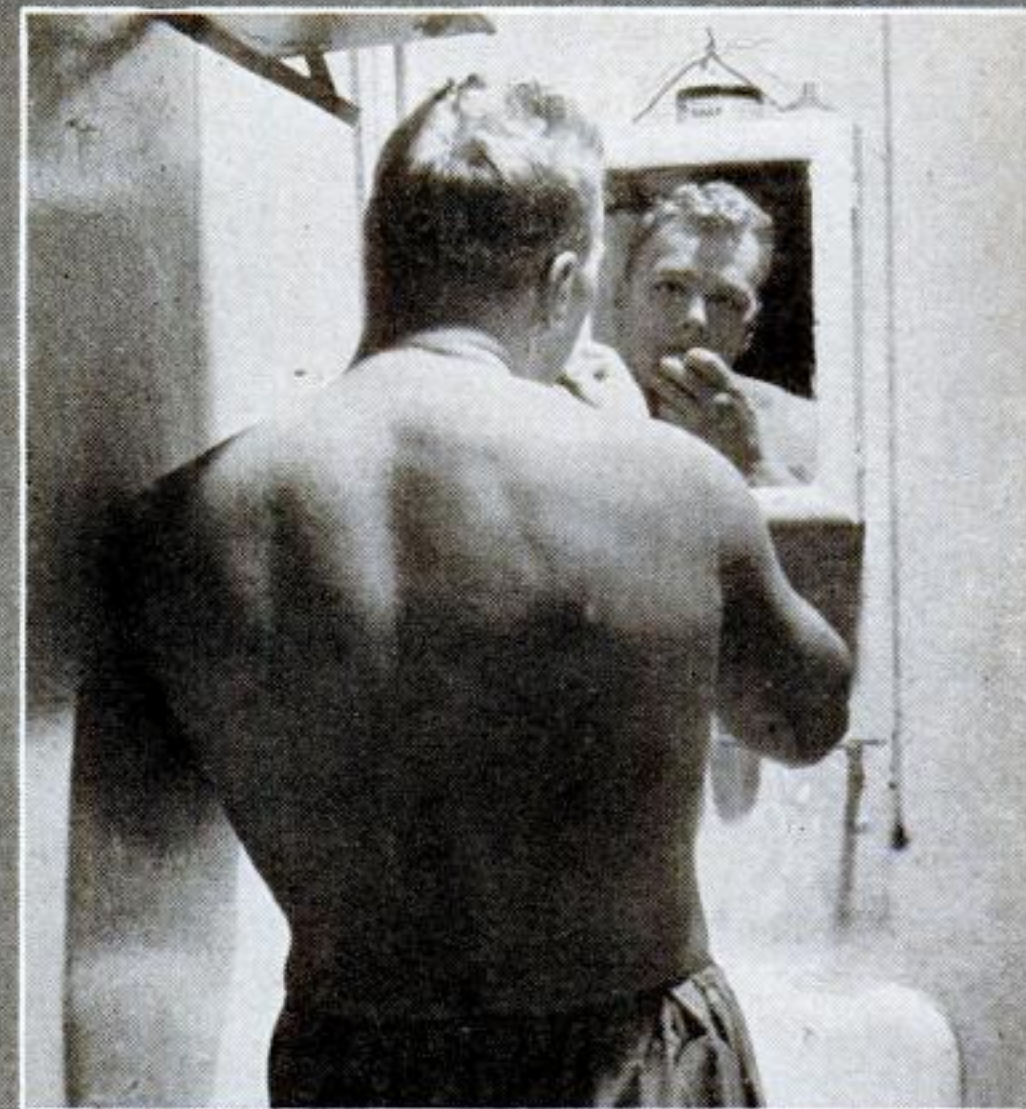
ienting himself to a world he could no longer see. His senses other than that of sight had not been destroyed. His mind was as alert as ever and becoming even more so. His body was still strong and healthy. After months of intensive training under Army instructors at Valley Forge and Old Farms Convalescent Hospital, he was ready to take up his life again as a productive and independent person. These five pages of photographs by LIFE Photographer Ralph Morse show how resourcefully Lance has solved the many problems of daily life.



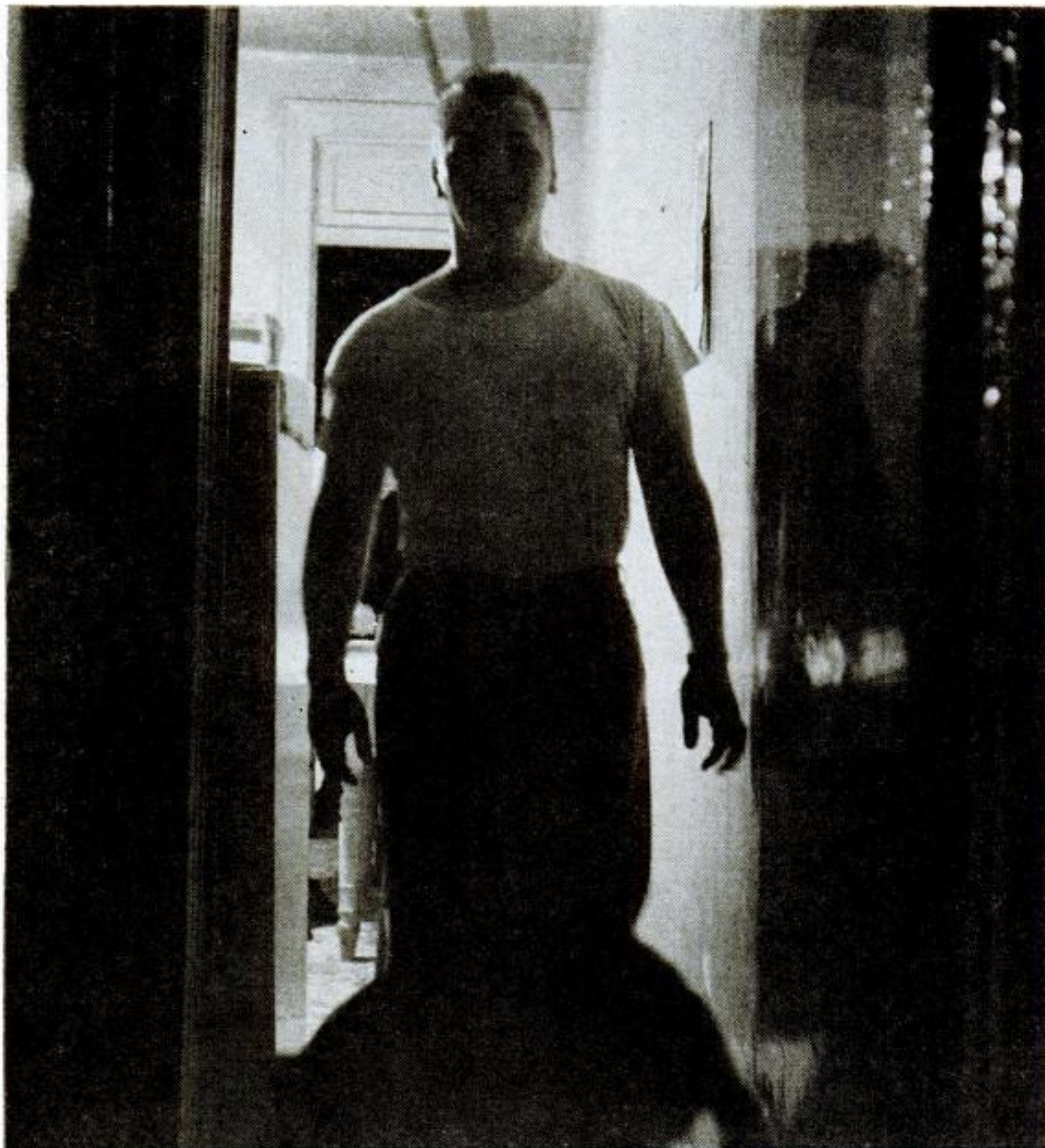
STARTING DAY, Lance affectionately pats his dog Tama, given him by Seeing Eye, Inc. He treats her with the greatest fondness but must discipline her for slightest breaks in training.



ENTERING ROOM, Lance raises left arm bumper-fashion to protect his face in case door is not fully open. He does this only indoors where he gets around without being led.



SHAVING is done before a mirror partly because it is above the wash basin but also because, like all blind people, Lance prefers to do things in a normal way.



LANCE MOVES EASILY IN THE DARKNESS WHERE A SIGHTED MAN WOULD STUMBLE

DAILY LIFE

WITH SIGHT GONE, HE HAS LEARNED TO GET ALONG BY HIS OTHER SENSES

To Tony Lance the splendid training which taught him to know the newly invisible world around him was a rebirth into a second and distinct life. He became more than simply a man who could not see. The loss of perception by sight was partly compensated for by increased perception of sounds, smells and the feel of things. He learned to piece together the evidence of his reorganized senses, to analyze, to deduce, to memorize more accurately than ever before. There were limitations to what he could do but within those limitations there was room for a full life.

It is 14 months now since Lance left Old Farms to return to his mother's apartment in New York. He has relearned the details of the once familiar rooms and moves about them with assurance (*left*). Every aspect of his home life has become easy routine which he follows without help or guidance. His prewar experience as a salesman for Swift & Co. helped him land a permanent job there as a telegraph operator. He is a good worker, steady and careful.

Lance has learned to cope with most physical objects (*below*). Like many other blind people, his main problem is one of human relations. Objects, being changeless, are not hard to deal with. It is more difficult to adapt himself to the unpredictable ways of sighted strangers whose most common failing is to group all those who cannot see into a specious category called "the blind" and to deny them individuality and normalcy. But Lance is resilient enough to overcome such problems. Fear and self-consciousness no longer prevent his enjoyment of life and of people. By any normal standards Tony Lance is a well-adjusted man.



SHAKING SALT on scrambled eggs, he judges the correct amount by sifting it through his fingers. Lance does not use this system when he can spoon the salt from an open bowl.



PICKING HIS SUIT, Lance distinguishes one from another by the feel of its particular weave. He has a wardrobe of five suits, is a conservative and meticulously neat dresser.



TELLING TIME, he uses watch which has hinged crystal, strong, raised hands and a Braille face. He prizes it because it saves him from having to ask the time.



FEEDING DOG is something that Lance always does himself because dog must have only one master. Here at breakfast he takes food from mother to give to Tama.



GOING TO WORK Lance tells Tama where to turn but lets her lead him around obstacles on the street like fire hydrant above. She also avoids any overhead obstructions.



BOARDING A BUS is easy with Tama's help. Lance enjoys the ride but is sometimes embarrassed by people who offer him seats, forgetting that there is nothing wrong with his legs.



WITH HIS FIANCEE ROSE KUHARSKY, WHOM HE HAS NEVER SEEN, LANCE TAKES A SUNDAY STROLL IN THE PARK. USUALLY THEY SIT ON A BENCH AND SHE READS THE PAPERS TO HIM



DIALING NUMBER, he operates phone as quickly by feel as he once did by sight. He counts holes for numbers, has memorized position of all the letters.



WRITING LETTER, Lance lays paper over grooved board which keeps lines straight. Position on line is kept by following the pencil's point with index finger of his left hand.



"SEEING" HIS FIANCEE by touch gives Lance a vivid, accurate mental picture of what she looks like. In a sense he is actually looking at her features with the tips of his fingers.



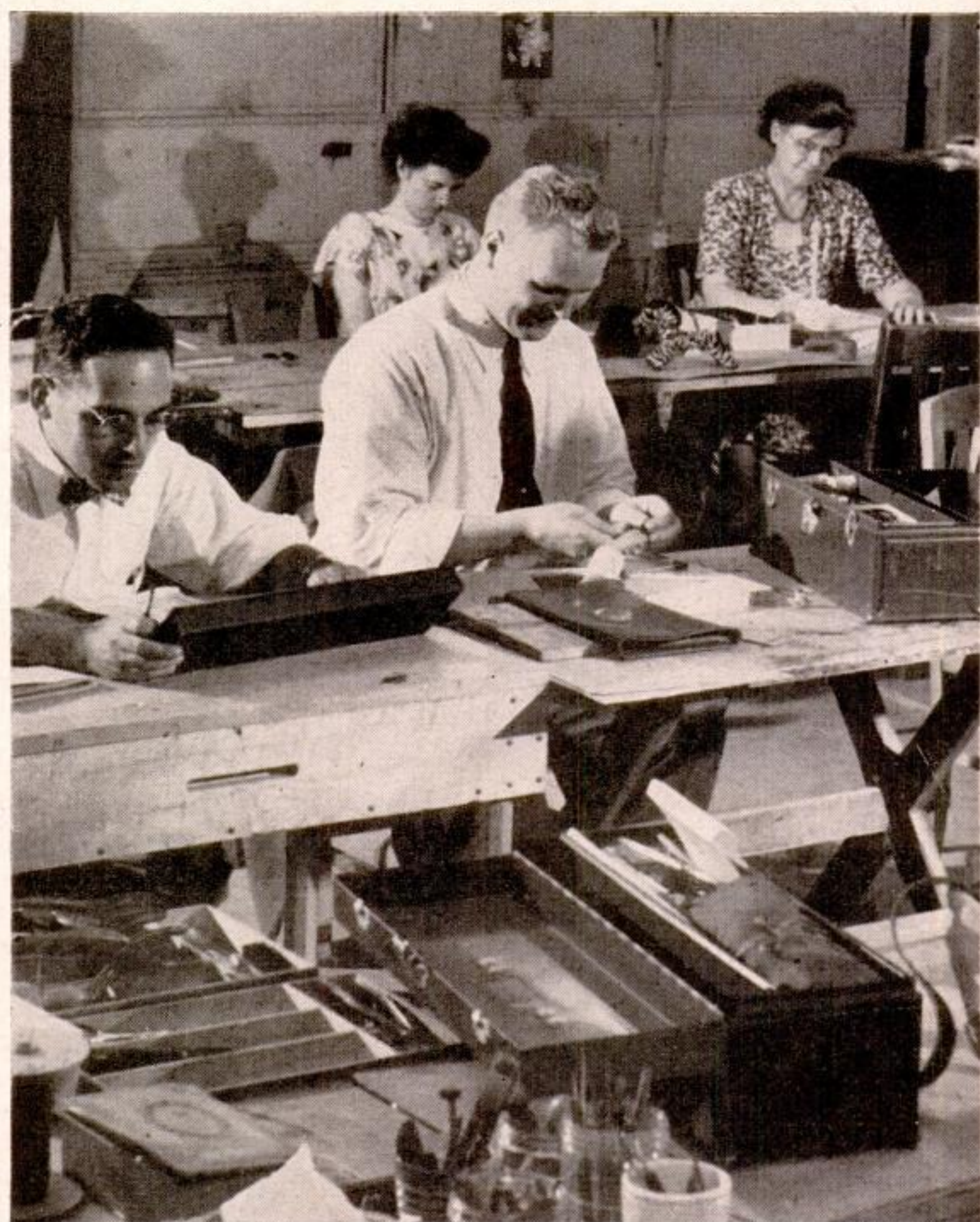
APARTMENT HUNTING with help of his fiancée, Lance examines rooms of a reconverted Army barracks in a veterans' housing project. They got on a waiting list for it.



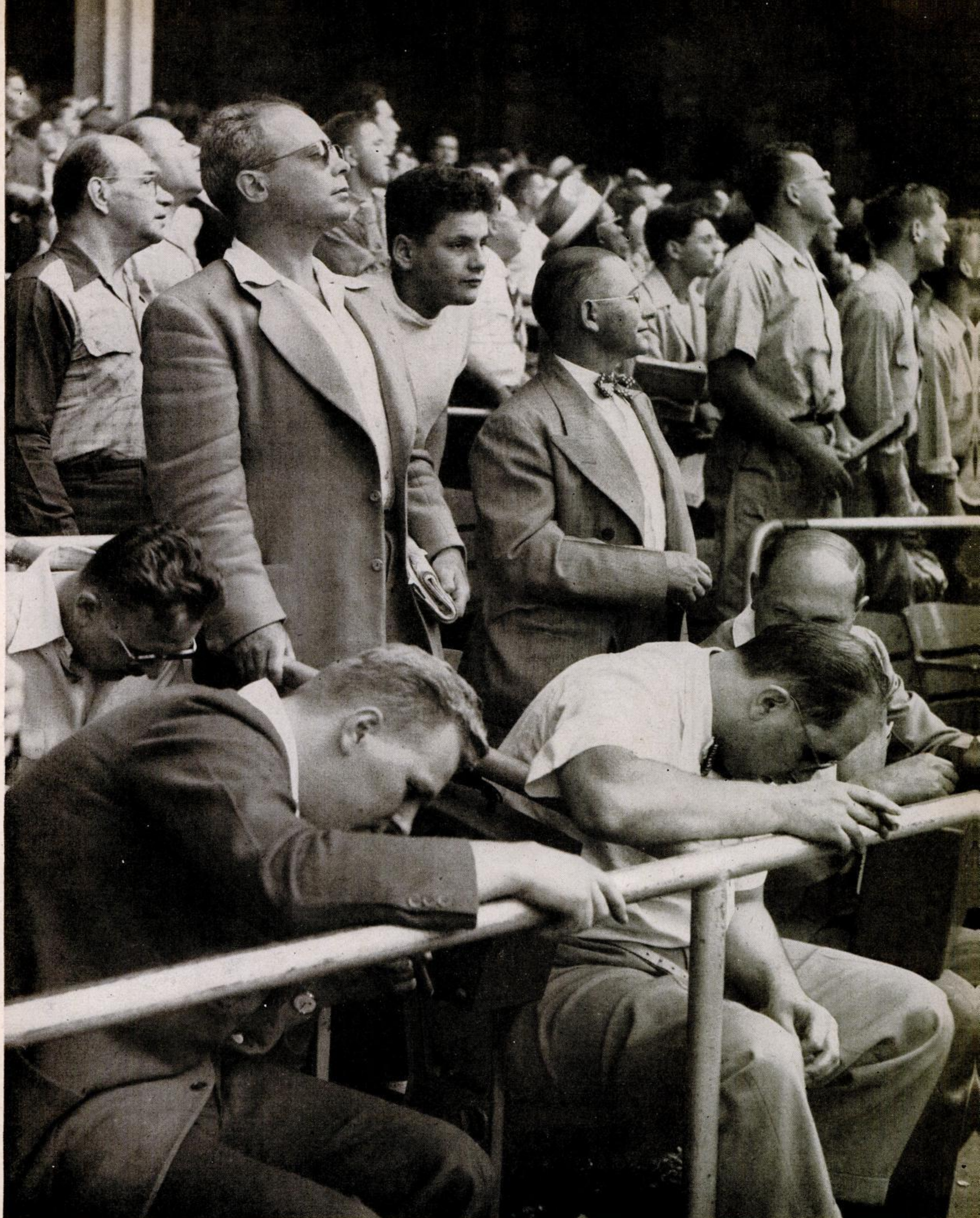
DANCING is a favorite form of relaxation for Lance. Even on crowded floor he avoids collisions. When jostled he cracked, "Some people around here act as if they're blind."



WORKING at his desk in a downtown office, Lance types messages he receives by headphone. With little to distract him, he concentrates better than most sighted people.



LEARNING to work leather in a New York crafts school takes two evenings and one morning a week, gives Lance a hobby for his spare time. He is the only blind man there.



BLIND SPECTATORS at the Yankee Stadium bend eagerly over their portable radios to hear announcer's description of a base hit which brought sighted fans to their feet.

Lance (*left foreground*) and his three friends could listen to the game at home but would miss the sounds and smells of the ball park and the sense of being part of the crowd.

How Powers Models 'GLAMOUR-BATHE' THEIR HAIR TO RADIANT BEAUTY



These 'Queens of Beauty'—famous for their shining bright hair—were among the very first to discover the amazing beautifying action of Kreml Shampoo and these million dollar Powers Models claim no other shampoo leaves their hair more radiant with natural brilliant highlights.

Kreml Shampoo actually 'glamour-bathes' each tiny strand of hair to reveal ALL its natural gloss and sheen and it keeps it shining bright for days. Kreml Shampoo also has a beneficial 'built in' oil base, which helps keep hair from becoming dry or brittle. It removes dandruff flakes the very first time you use it!

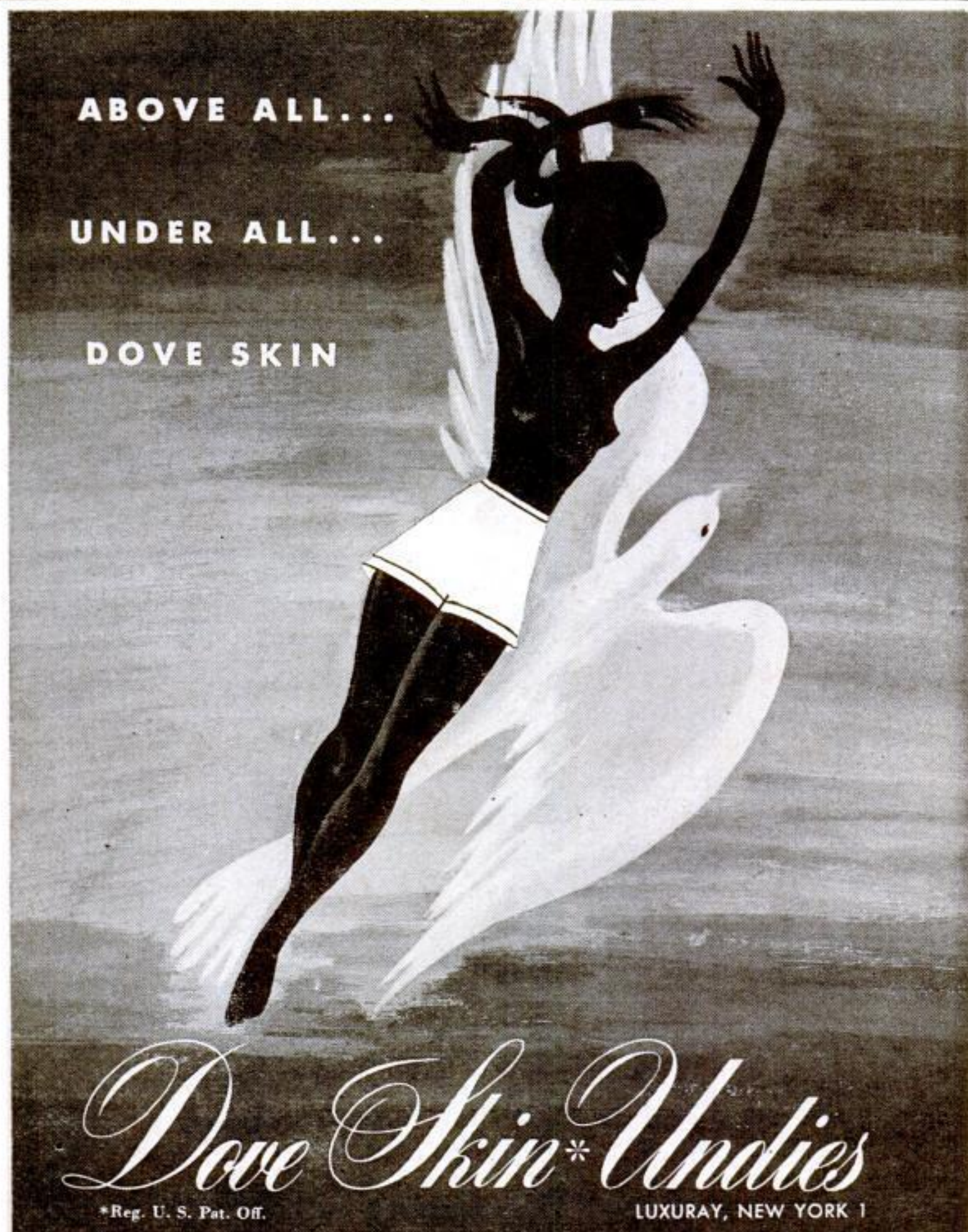
Buy a bottle of Kreml Shampoo and see how easy it is to 'glamour-bathe' your hair to tantalizing beauty. (Takes only 10 minutes—right at home.) All drug, dept. and 10¢ stores.



KREML SHAMPOO

A product of R. B. Semler, Inc.

MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC



BLIND VETERAN CONTINUED

VETERANS' ADMINISTRATION LISTS

DOs

DON'Ts



LEAD blind man by offering him your arm, not by taking his. Sighted person should walk slightly ahead, give warnings about curbs and obstacles.



DON'T POINT. It is a natural thing to do when giving directions but it does not help the blind man. Tell him where to make turns, how far to go.



TOUCH HIS HANDS with any object being given to him. Common mistake is to hold it without comment, expecting him to know where to reach for it.



DON'T PAT DOG when it is leading its master. Attention from strangers is distracting and confusing. Offer your help but leave the dog alone.



SPEAK OUT when entering a blind person's room. If you are a stranger, tell him who you are. Let him know by a word when you are leaving room.



DON'T PUSH a blind man. This is a frequent and serious fault of would-be helpers. Being pushed is embarrassing, awkward and uncomfortable.

IT'S BEING DONE AT WILLOW RUN!

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817 KAISER AND FRAZER CARS
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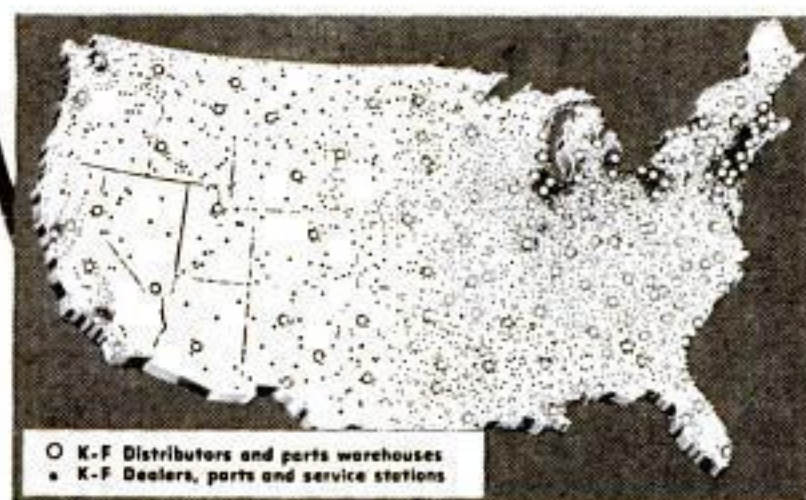
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Maintains the Quality of
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70,000 ENTHUSIASTIC OWNERS AS OF AUG. 1**



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you with genuine factory parts.*

**Production still being
increased as rapidly
as highest quality
standards will permit!**

It's being done at Willow Run!

KAISER-FRAZER CORPORATION

WILLOW RUN, MICHIGAN

*Act quickly! See your nearest dealer now for an early delivery date.



ROBERT SIODMAK DIRECTS HELENA CARTER IN HER SCREEN TEST



HE SNEERS AT HER ACTING IN A SCENE FROM "TIME OUT OF MIND"

MISTER "SEE'-ODD-MACK"

A bald Tennessean with a Katzenjammer accent is the newest top-flight director in Hollywood

by DONALD MARSHMAN

HOLLYWOOD is a town where monumental indifference can change almost overnight into glutinous admiration. For Humphrey Bogart, as an example, the change came with a movie called *High Sierra*. Before appearing in it he occupied a modest stall in the Warner Brothers stable of gangster types; afterward, within a year, he was a full-fledged star who soon cast a deep shade over such veteran artisans of the sawed-off shotgun as Edward G. Robinson and George Raft. Recently a similar sudden metamorphosis has pushed a jolly, bald, German-accented director named Robert Siodmak, who has been in Hollywood for more than seven years and in the movie business for nearly 20, over the threshold that, figuratively, separates rags from riches.

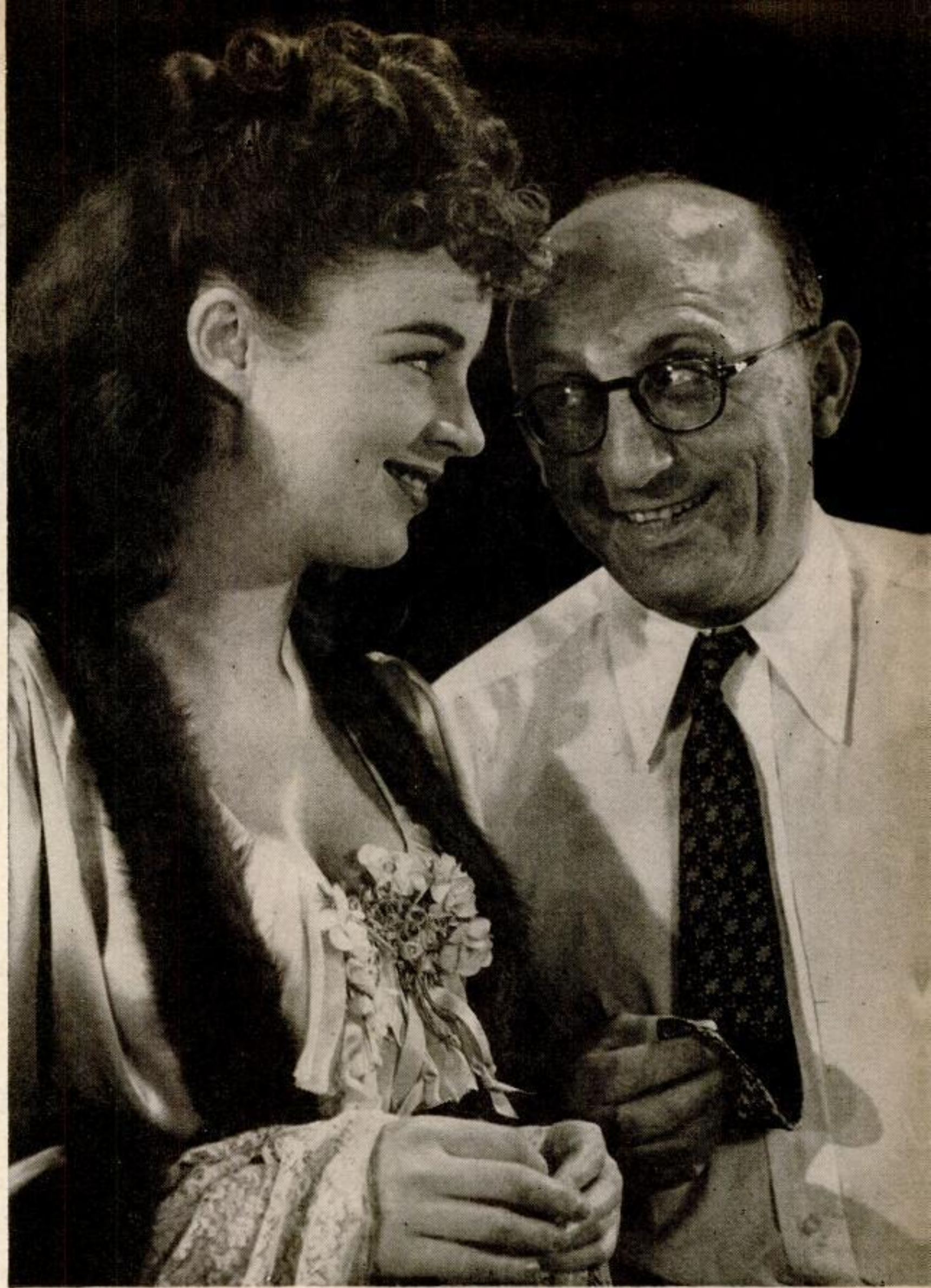
Whoever went to the movies with any regularity during 1946 was caught in the midst of

REHEARSING A SCENE, SIODMAK INSTRUCTS ACTORS BY INDULGING IN HALF-SERIOUS MUGGING AS HE REACTS TO THEIR PERFORMANCES





BEFORE CONTINUING THE TEST, HE GALLANTLY WISHES HER LUCK



AND AFTERWARD GLOWS ALL OVER. MISS CARTER GOT THE PART

Hollywood's profound postwar affection for morbid drama. From January through December deep shadows, clutching hands, exploding revolvers, sadistic villains and heroines tormented with deeply rooted diseases of the mind flashed across the screen in a panting display of psycho-neurosis, unsublimated sex and murder most foul. Apparently delighted to pay good money for having their pants scared off, moviegoers flocked in record numbers to these spectacles. They found that the best of them were *The Spiral Staircase* (in which a mute maidservant is pursued by a killer who slaughters only the physically defective), *The Killers* (a first-rate gangster story with a high corpse content) and *The Dark Mirror* (twins, one a nice girl, one a walking composite of festering psychopathy). Mr. Siodmak (pronounced see'-odd-mack) directed all three films.

The most important people concerned with making a movie are the writers, the actors, the producer and the director. Each claims that his function is primary. Writers pitifully quote the Bible, insisting that "In the beginning was the Word." Actors reply that a dramatic invention without interpretation is no more useful than a foundation without a house on it. Producers say that artistic creation without editorial supervision is hodgepodge. And so on into prodigies of self-assertion.

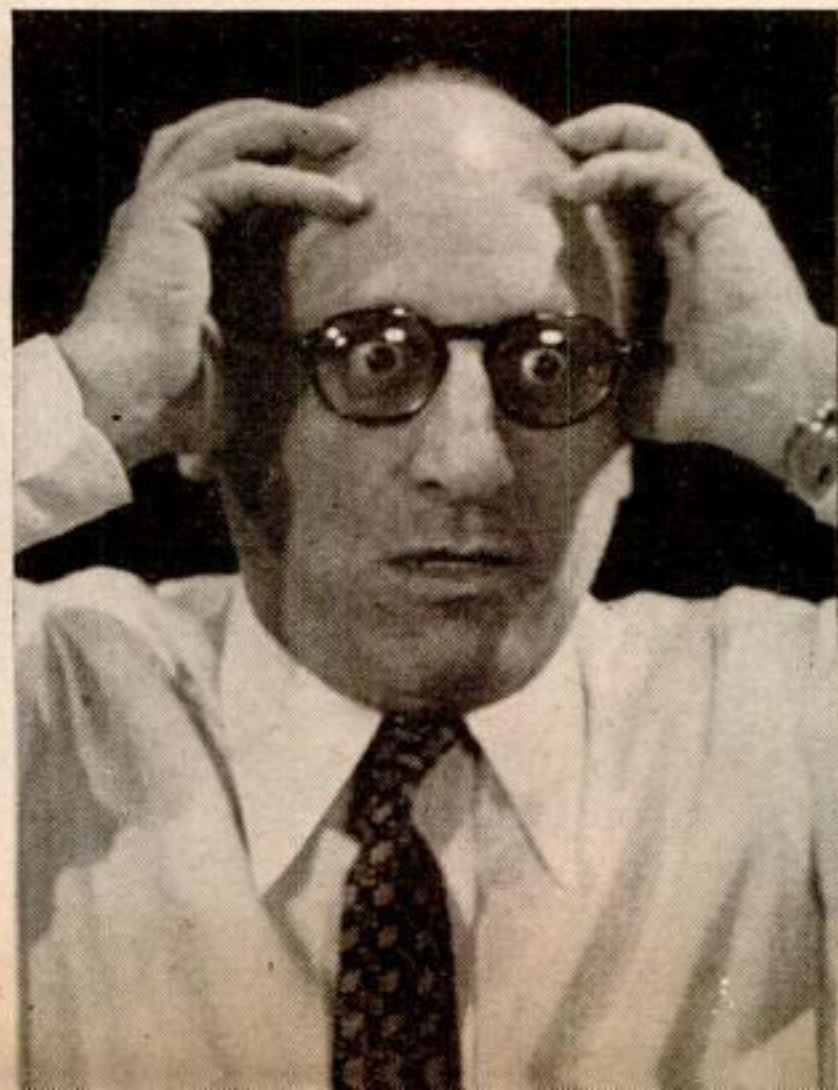
The correct judgment, of course, is that they are all wrong. Movie-making is a cooperative effort which can add up to nothing if one of the four principals muffs his assignment. In a sense, however, the director is the key man on the job, for his function is peculiar to movies. The director personifies the only gadget which makes mo-

tion pictures a more glittering and fascinating and understandable form of entertainment and (sometimes) of art than any other. This is the camera, an instrument so fluid that it can believably transport an audience from a moldy temple at Angkor Wat to Grand Central Station in a single dissolve. The woods around Beverly Hills are full of actors from Broadway and radio, playwrights, journalists, novelists and countless other professionals who have been able to utilize skill and experience picked up in other fields for the benefit of the movie industry. This is not the case with directors. Movie-directing is a specialized art, far removed even from something apparently so closely related as directing a play.

The few moviegoers who think of the director at all think of him as the man who tells Clark Gable it will be more effective if he articulates his

CONTINUED ON NEXT PAGE

HIS FACE MIRRORS CONCENTRATION, EXHORTATION, APPROBATION, DOUBT, DISGUST, FRENZY, DESPERATION AND COMPLETE HOPELESSNESS





ALL-AMERICAN CAPTAINS

WHO HAVE MADE FOOTBALL HISTORY



Felix Blanchard
Army, 1945



Creighton Miller
Notre Dame, 1943



Bruce Smith
Minnesota, 1941



Tom Harmon
Michigan, 1940



Bobby Grayson
Stanford, 1935



Nile Kinnick
Iowa, 1939



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All America
Board of Football
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LOS ANGELES

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THAT HAS MADE SWEATER HISTORY

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Los Angeles 13, California

MR. SIODMAK CONTINUED

line "I love you" instead of "I love you," or as an inert figure in a camp chair who periodically summons up enough life to yell, "Cut!" Actually these are small parts of his job. The director is the one man charged with blending the raw elements of a movie—script, actors, settings—into something fit for the screen. If his assignment is a comedy, he must invent funny bits of business for the actors. If suspense is to be created, he must arrange the shadows, catch the horror on the heroine's face and, generally, make impending disaster seem so frightening that palms begin to sweat all over Loew's Orpheum. He must make spectacle seem believable and not staged. He is responsible for that mysterious quality called "pace," which cannot be identified except to say that, if one is suddenly overcome with ennui in a darkened mezzanine, then the picture on the screen lacks it. Above all the director must use his camera to adorn even the gabbiest drawing-room comedy with the only unique quality the movies have—movement. A clever director may be saddled with ham actors and a bad script and still come up with a very presentable result. A bad director can ruin a potentially good picture. Good movies are sometimes made by indifferent directors, but no great movie was ever less than superbly directed.

A good director seldom misses, and in his career Robert Siodmak has made few fumbles. He entered the German movie industry in 1927 when he was 27 years old. For a while he was a film editor, or cutter, and ultimately worked his way up to director. His first picture, *People on Sunday*, is still remembered by connoisseurs of the cinema. It was a silent film about a group of young men and women who met early one Sunday, paired off as lovers and tragically parted the same evening, never to meet again. *People on Sunday* was photographed almost entirely in the public parks of Berlin, partly to obtain authentic backgrounds but mostly to save money. Unfortunately the parks were never sufficiently crowded except on Sundays, so Siodmak took six months to make the picture, shooting only one day a week.

He eludes Hitler but not Bertha Odenheimer

THIS first effort was successful enough to get Siodmak a good contract at Ufa, the German film trust, whose greatest star was Emil Jannings, the enormous, bull-necked tragedian who later came to Hollywood, made his fortune and returned home to become a loyal Nazi. Siodmak considers Jannings the greatest actor he has ever seen ("Such a face; it was like a thousand words of dialog every time he changed his expression").

For about five years Siodmak had a very pleasant and successful time working for Ufa. His friends were mostly the overintellectual young men who decayed as a class along with the Weimar Republic. All of them laughed at Hitler, and Siodmak also laughed, except that since he was a Jew his laughter was tempered by fear. Early in 1933 he encountered a couple of his cronies, newly clad in Nazi party uniforms. They explained cynically that National Socialism was the coming thing and that they were simply climbing aboard the bandwagon. Realizing that Hitler was no longer a joke, Siodmak immediately left Germany for France. The Nazis came to power the next day and movie-industry Jews soon were shipped off to concentration camps.

In Paris, Siodmak's sorrow at leaving Germany was somewhat assuaged by the arrival of Bertha Odenheimer, a Berlin lady who came to France to marry him. She had been the wife of Dr. Max Seymon, a Berlin physician, when Siodmak met her and, as he tells it, proposed in the happy knowledge that she was tied down. When Mrs. Seymon got a divorce and ran her intended to earth in Paris, there was nothing for Siodmak to do but dash out for the license. "Like all men," he says, "I was trapped. I proposed when I knew she couldn't accept, and then she betrayed me."

In spite of Siodmak's cynical interpretation of his courtship, the marriage has been very successful. Mrs. Siodmak is a handsome woman with enough chic (her gray hair is tinted a light blue) for 10 movie stars. She has a sympathy for human frailty that has made her the confidante of a good many lovelorn Hollywood ladies. Robert calls her "Babs," a name no more suitable for the distinguished lady than "Snooky" might be for the Duchess of Windsor. "She loves Hollywood," Siodmak says. "The main reason she divorced Seymon and married me is that she thought I would someday go there." This is one of his favorite jokes, for the spurned Dr. Seymon actually got to Hollywood two years in advance of his ex-wife and her husband and set up a lucrative practice. Today, with his second wife, he lives less than two minutes from the Siodmaks, is their family doctor and often comes for dinner. "Max is a very nice guy," says Siodmak, "and my wife likes him almost as much as I do."

Once established as a family man, Siodmak resumed his career

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CONTINUED ON PAGE 104

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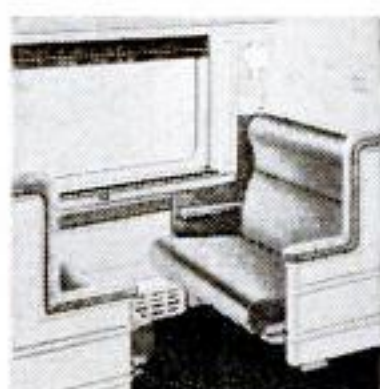
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Sliced tomato A few drops lemon juice
1 head lettuce French dressing
1 tablespoon melted butter 1 can UNDERWOOD
DEVEILED HAM

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THE SIODMAKS have been married 14 years. They live in a rambling brick house with Mrs. Siodmak's mother, a Japanese couple and two languid cats.

MR. SIODMAK CONTINUED

as a director. The French movie industry has never been noted for its firm financial foundations, and necessity for economy forced Siodmak to develop in himself a quality which some of Hollywood's greatest directors have never acquired—decisiveness. In this country such talented men as William Wyler and Frank Capra habitually photograph each scene over and over again from a number of angles and then select the most effective footage for the final print. These luxuries were out of the question in France. Siodmak learned to decide quickly which camera angle would be most effective for the scene in question, put his actors through their paces three or four times and order a new camera setup only for a new scene.

Siodmak soon became eminent enough in Paris to direct leading French stars like Harry Baur and Maurice Chevalier, but he also felt restless. As all Mohammedans long to visit Mecca, so all movie directors look on Hollywood as their goal. Siodmak was no exception, but he was not able to establish contact until 1936. In that year Harry M. Warner, the president of Warner Brothers, and Mervyn LeRoy, Warners' best director, were in Paris together. They went to see *The Last Refrain*, a Siodmak picture starring Fernand Gravet. Warner and LeRoy were most enthusiastic about it and asked to meet the director. "It's a great picture," they told him. "You are a great man. You must come to Hollywood." When he heard this, Siodmak purred with satisfaction. For several days he showed Paris to the visiting Americans—buying them dinners, standing them drinks and otherwise currying favor. At the end of their stay Warner and LeRoy thanked him very much, signed Fernand Gravet to a Hollywood contract and left for home.

In 1939 Siodmak began to sense the approach of war. Not wishing to risk being picked up by the Nazis, who had him on a black list, he prepared once again to invade a new country. Although warned that going to Hollywood without a contract was a through route to the breadline, he decided to risk it even though he barely had passage money. The Siodmaks sailed for America on the *S. S. Champlain* of the French Line the day before World War II broke out. Just as in Germany six years before, he had crossed the border one day in advance of disaster. "My friends have a saying," he muses. "Watch Siodmak. When he goes, the jig is really up."

Hollywood tingled with indifference

ANY man of talent can get a job in Hollywood if he arrives there with a limousine, a personal press agent and plenty of money to spend in the right places. Otherwise it's hard. The new arrivals found Hollywood's atmosphere almost tingling with indifference to them. Hardly anyone had heard of Siodmak's rather substantial European career, and those who had heard appeared not to care. His few old acquaintances who could exert a little influence somehow never got around to doing so, probably because they didn't wish to encourage potential competition. With great determination Siodmak operated out of a small apartment by telephone and bus to the major studios. In a year's time he was either asked to leave or was forcibly ejected from every studio capable of producing a two-reel comedy. The Siodmaks were also broke, for they had

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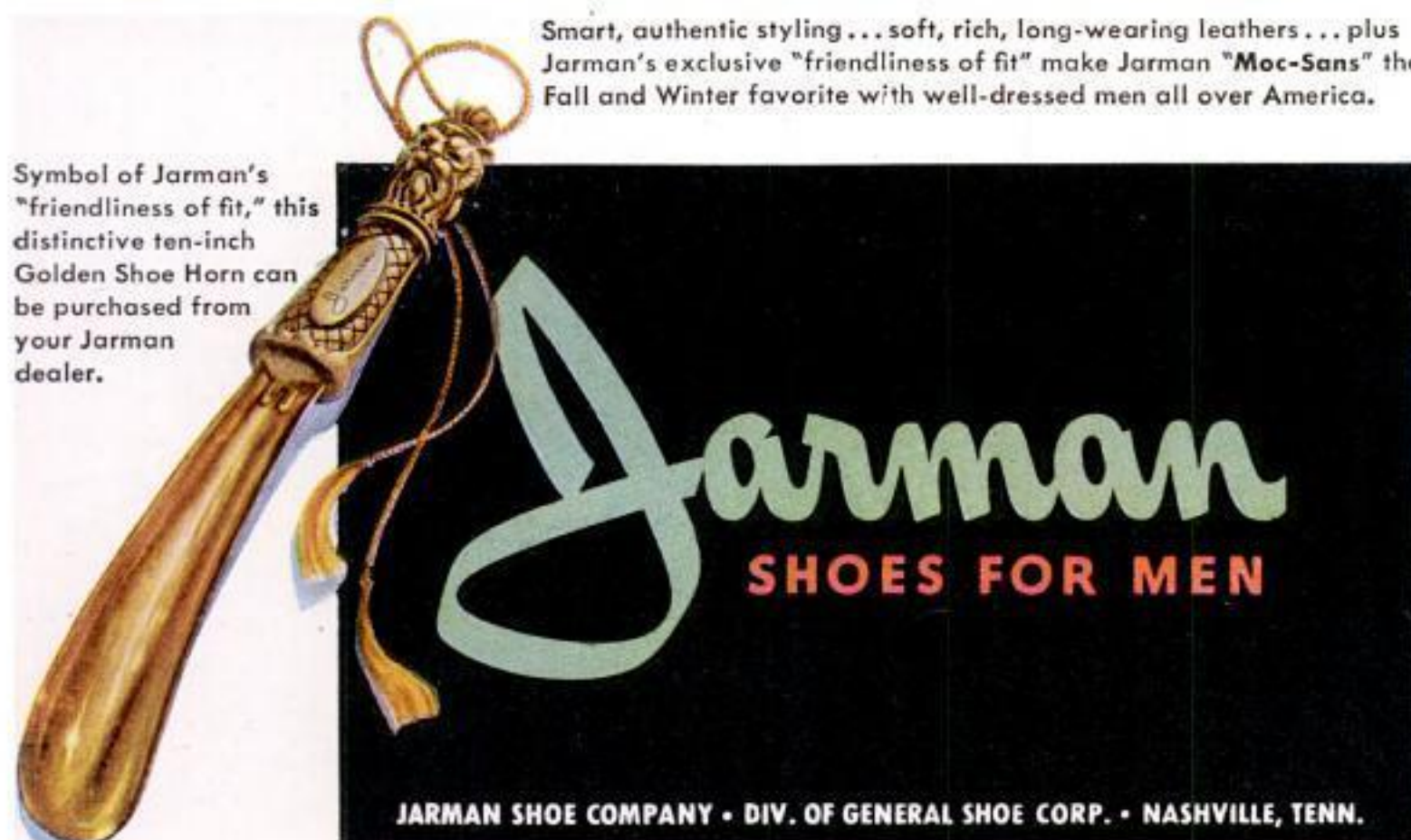
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MR. SIODMAK CONTINUED

regularly sent money to Mrs. Siodmak's parents in Germany in addition to supporting themselves.

Not until one Saturday in the spring of 1941 did Siodmak get a break. He was promised that a job at Paramount would materialize for him on Monday morning. But when he arrived, bustling with anticipation, his benefactor, 23 years a company big shot, looked like a man recently in the hands of embalmers. "I'm terribly sorry," Siodmak heard him say, "but I can't hire you. I'm out of a job myself." That was the day when B. G. De Sylva took over Paramount's production reins from William Le Baron and began a shake-up of studio personnel. In the face of this catastrophe Siodmak could only laugh. He realized, however, that in times of great change a clever interloper can often find himself a chair before the music stops. Immediately he sought out Preston Sturges, the writer-director-producer who was then one of Paramount's fair-haired boys, and began to talk fast. Sturges was amused by the gnomelike man with the German accent who confronted him. He listened to Siodmak's rapturous descriptions of movies that he, Sturges, had never heard of and then telephoned Henry Ginsberg, De Sylva's studio manager. "Henry," said Sturges, "I've got a great European director here. Warners' and Metro are hot on his trail, but if you act fast I think you can grab him." Ginsberg asked if Sturges was willing to recommend him. Sturges said glibly that he had known Siodmak for 15 years, had sat spellbound at every movie he had even touched and several other nice things. Within an hour Siodmak had signed a contract.

It is symbolic of the idiocy which occasionally afflicts Hollywood that Siodmak, an immigrant from Germany who had specialized in directing heavy drama, was first put to work on an elephantinely comic Paramount B-picture called *West Point Widow*. He was turning out a fairly presentable movie when his producer arrived on the set one day and told him he could not shoot a certain scene in the way he planned. Siodmak asked why not. The producer refused to explain but registered surprise when Siodmak submissively rearranged his camera. "You're about the only imported genius I've ever met who does what he's told!" boomed the producer. "You'll do all right here." "I don't argue," said the genius, "because I don't care. This picture isn't good enough to be known as a Siodmak picture. It will only be known as a Paramount picture."

Siodmak was ultimately dropped by Paramount, went to 20th Century-Fox, was dropped there and ended up at Universal, where Joan Harrison, once Alfred Hitchcock's chief assistant, had become a producer. She knew his European reputation and got him to direct her first venture, *Phantom Lady*, a low-budget thriller with Franchot Tone and Ella Raines, which made a hit with the critics and quite a bit of money as well. Climbing steadily upward, Siodmak directed Charles Laughton in *The Suspect*, another Harrison picture called *The Strange Affair of Uncle Harry* and then was loaned to RKO to make *The Spiral Staircase*.


He prefers to be imperfect

A GOOD director is a man who makes good pictures. Siodmak has made so many in quick succession that he is currently called "one of the hottest men in the business," and his studio, Universal-International, is disposed to give him a very free hand in what he does. Siodmak's technique runs heavily to speed. He works very carefully with writers before starting to shoot a picture and then photographs the script, with only a few changes arising from situations unforeseeable in advance. In this he differs from a good director like Gregory La Cava, who has the script written as he goes along, a maddening and expensive habit. Most directors prefer to photograph the story as much in continuity as possible, but Siodmak prefers not to. He generally begins with a few scattered scenes from the middle of the picture and explains why this way: "The most important parts of any movie are the beginning and the end. In the opening moments an audience must get an absolutely correct impression of the characters, and in the closing moments they receive the impression that they will tell their friends about. I do not think it is safe to shoot either part until the actors and the director are thoroughly acquainted with each other and with the script. Only then, in two or three weeks, do we all know exactly what each particular character is like and are safely able to photograph these two vital moments. An incorrect interpretation in the middle of the picture does not matter much, however."

Siodmak also tries to preserve on film the common errors and imperfections of everyday life—realism, in other words. "The trouble with David Selznick," he says, "is that his pictures are always perfect. In *Rebecca* or *Since You Went Away* a character will reach blindly behind him for a cigaret box and his hand goes to it

CONTINUED ON NEXT PAGE

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MR. SIODMAK CONTINUED

without hesitation. Such things do not happen to you and me." In *The Killers* Siodmak shot the whole payroll-robbery scene from an elevated vantage point in strict continuity. It lasted three minutes without a single cut, which is uncommon on the screen. Siodmak made three takes which were identical except that in the first one of the actors paused distractedly for a moment before making his get-away because he could not recognize the car he was to escape in. In the second and third takes he naturally knew which car was the right one and went to it directly. Siodmak used the first take, claiming that an excited robber would be likely to become confused and that his very pausing gave this take a verisimilitude which the other two lacked.

Siodmak saves money by "camera-cutting" his films. This means that he seldom overshoots a scene and that each scene dovetails very closely with the next when the picture is finally assembled. As a former film cutter he does this competently but also drives producers mad because camera-cutting does not allow them very much leeway in assembling the final print. Mark Hellinger, who produced *The Killers*, did not object much to this constriction and freely gives Siodmak 85% of the credit for the movie's success.



"THE SPIRAL STAIRCASE," in which Dorothy McGuire played a mute, won Siodmak first public praise.

After *The Dark Mirror*, which followed *The Killers*, Siodmak had his first Hollywood failure. Moviegoers looking for a current example of his work will have to content themselves with an item called *Time Out of Mind* which Universal-International asked Siodmak to direct late last summer. U.-I. bought Rachel Field's novel about 10 years ago and subsequently invested so much money in scripts that the company felt constrained to make the picture. Phyllis Calvert, the English star, agreed to be in it and she asked for Siodmak to direct her. Siodmak read the final script and fled to New York to escape from it. Then Nate Blumberg, the big boss of U.-I., ordered him to make the picture. Miss Calvert's employer, J. Arthur Rank, came through with a transatlantic pep talk from London. "If I had refused for one more day," said Siodmak, "Attlee would have denounced me in the House of Commons." He returned to Hollywood, put on his disreputable brown hat and went to work. The expected happened and the movie turned out badly. "This is what it's about," Siodmak says. "This boy has a great deal of money and women love him. But he wants to compose music and can only compose in New England. How can you make a movie about that?" In fairness to him it should be said that he made a good try; no scene in the movie is individually bad. When asked about the picture Siodmak says curtly that it will appeal to women and changes the subject. *Time Out of Mind* was not an unmitigated failure, however, for by agreeing to do it Siodmak wangled from his bosses several valuable promises of less interference with future pictures and also got a raise in pay. He will not tell how much he makes, but \$100,000 a year is probably a conservative guess.

Oddly enough, for all his German accent and the remnants of Germanic grammar in his speech ("I have been in Hollywood since seven years." "She has already twice been married."), Siodmak is an American. "I was born in Shelby County, Tenn.," he says, sounding like one of the Katzenjammer Kids, "How you-all?" His father was in the fur business here but returned to his native Leipzig in 1902 when Robert was 2 years old. The boy was given a good, upper-middle-class education but did not respond to it. "I hated school," he says. "All German schools are torture chambers. I think the reason Germany starts so many wars is that her people are trying to revenge themselves on someone for what they went through in the classroom."

At 16, Siodmak decided to become an actor, and his father told him never to darken the family door again. He landed several jobs, always playing old men. Siodmak admits he is no beauty now that he is bald but says he was indescribably uglier when he had hair. During a performance of *The Merchant of Venice* he suddenly realized that at 18 he was playing Shylock and would be playing the same part at 68. This seemed like a barren future, so he quit acting and his happy father got him a job in a bank in Dresden. There

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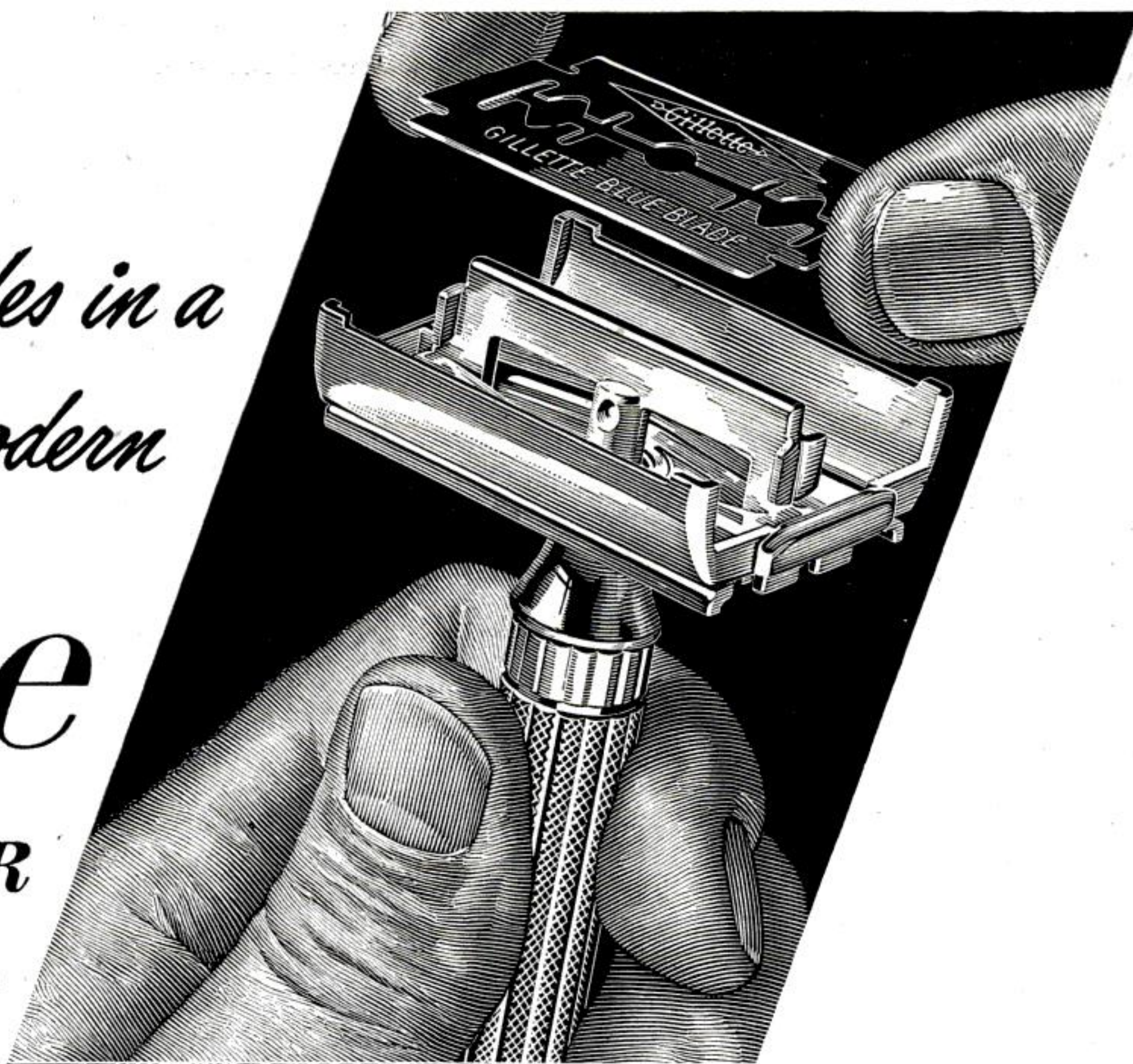
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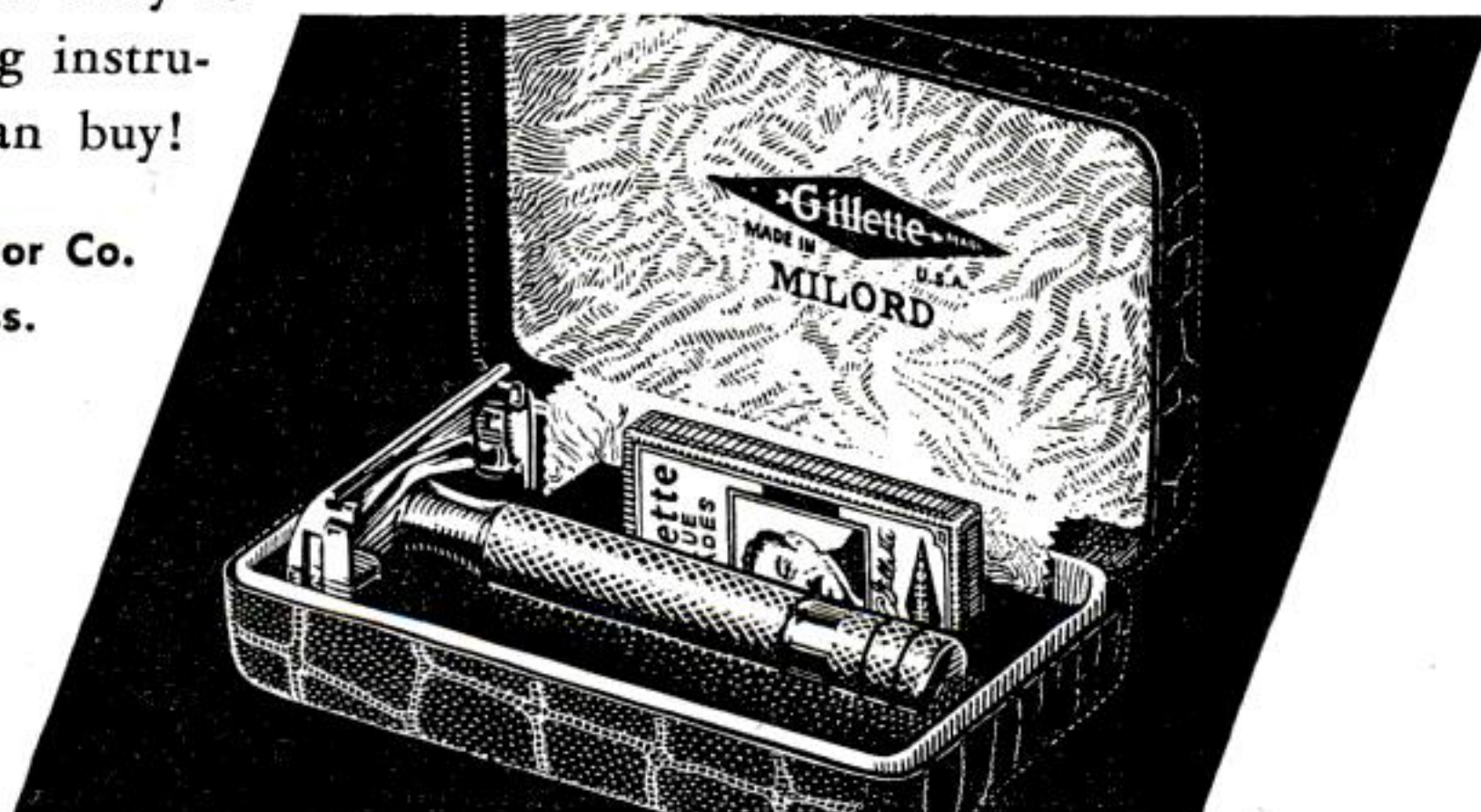
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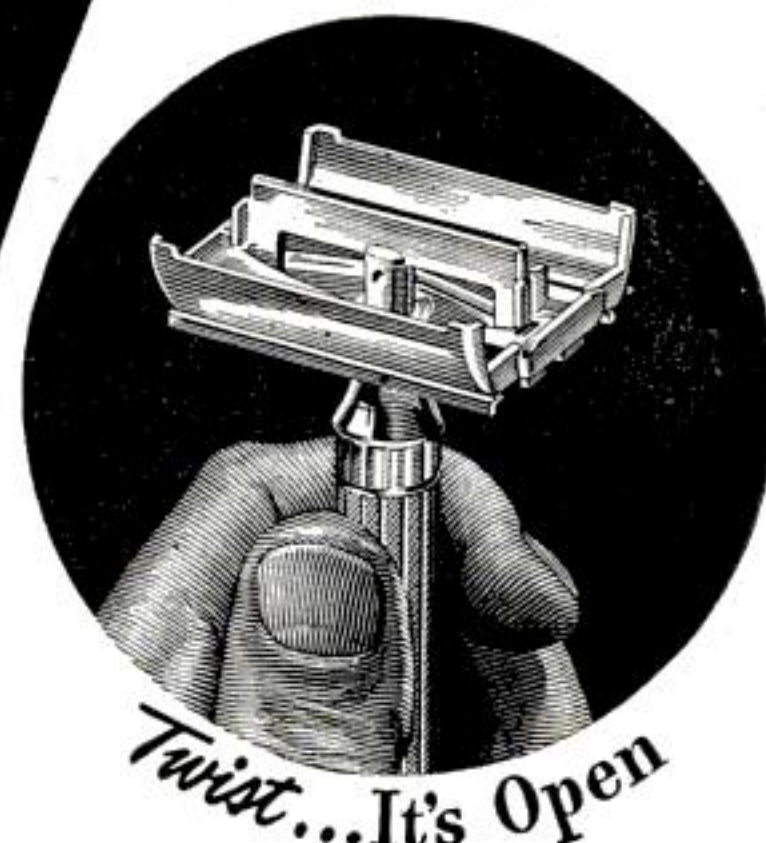
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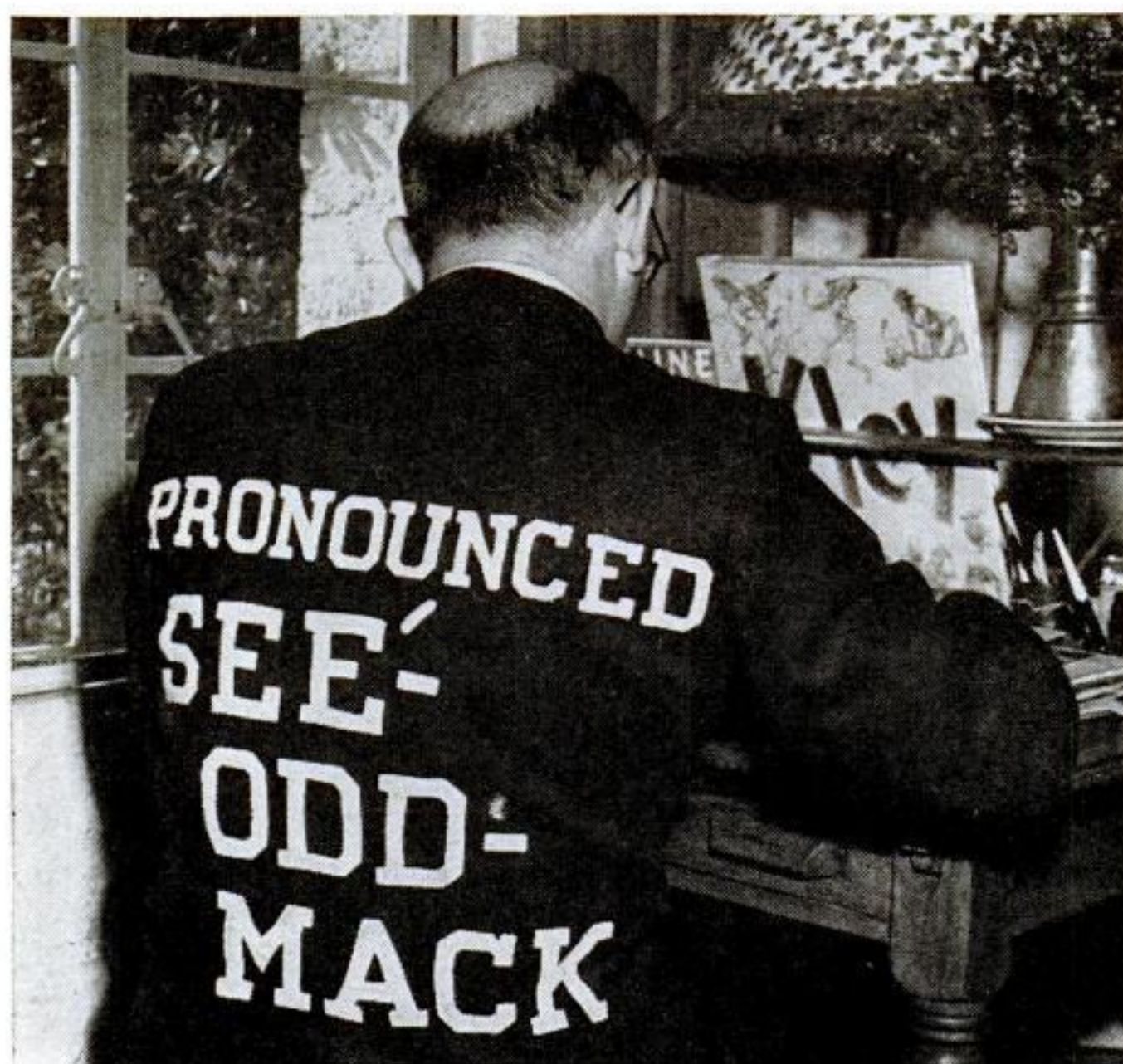
MR. SIODMAK CONTINUED

Siodmak prospered and was successful enough in financial dealings to become known as a small-time boy plunger. As the German inflation of 1922 increased, he made an enormous amount of money on the theory that the mark would always be worth less tomorrow than it was today. This worked out fine until the government finally got around to stabilizing the currency, at which point Siodmak was wiped out. Then he started a humorous magazine, succinctly called *Das Magazin*. It got to be very popular, but Siodmak, unfortunately, sold out before he knew what a gold mine he had, and the movie career followed.

Now that he is 47 and at last enjoying a success commensurate with his talents, Siodmak should, by all the rules of irony, be very unhappy. He is not. The Siodmaks live in a handsome, sprawling, white-painted brick house in the back country of Beverly Hills. He bought it from Boris Karloff and has poured a good deal of money into furnishing it with good antiques and into revitalizing the garden. Siodmak's brother Curt also lives in Hollywood and is an expert at writing horror movies (*Donovan's Brain*, etc.). Like Curt most of Siodmak's friends are survivors of the good old days in Berlin. They are generously entertained at the well-stocked bar where the host indulges his fancy for inventing new recipes for drinks. His own favorite combination is composed half of cognac and half of Fernet Branca and tastes like medicine. His most cherished possession is a large, green Cadillac which Mark Hellinger gave him after *The Killers*. Siodmak is a gadget fancier who likes to explain to everyone just how all the attachments work. When he is through, he will say happily, "A wonderful car! It cost me \$1,800 gift tax."

At present Siodmak is just moving into the front rank of his profession. The main flaw in his record is that every good Siodmak movie made in America has been a mystery, and mysteries, by general consent, are the easiest kind of movie to make well. "When you dim down the lights and bring on a clutching hand," says one observer, "it's not hard to keep an audience interested." This is true, of course, but *The Killers* was a mystery which was handled so well that it became first-class drama. Siodmak is now engaged in broadening his field. He is trying to get a script written for a comedy of infidelity he has had in his head for 15 years.

Siodmak is now hard at work in England, where he will soon begin directing Robert Donat and Ann Todd in a movie version of Mary Webb's novel, *Precious Bane*. There as in Hollywood he will clown around the set, barking unnecessary orders and generally keeping his staff on its toes. On days when he feels particularly good, he will probably put on a blue blazer which announces in white letters printed on the back: "PRONOUNCED SEE'-ODD-MACK." The first day he wore this garment, Siodmak's set was visited by one of Universal's stuffer producers. "My God, Robert," said the big shot, "you shouldn't wear that thing around the studio. It's not dignified." Siodmak looked up at him and smiled. "You go ahead and make pictures with dignity," he said. "I will try to make good pictures."



FAVORITE COAT was a present to save Siodmak the trouble of explaining pronunciation of his surname, which means "seven" in Polish. Siodmak considers his name an asset. "Who is interested in anyone named Smith?" he says.

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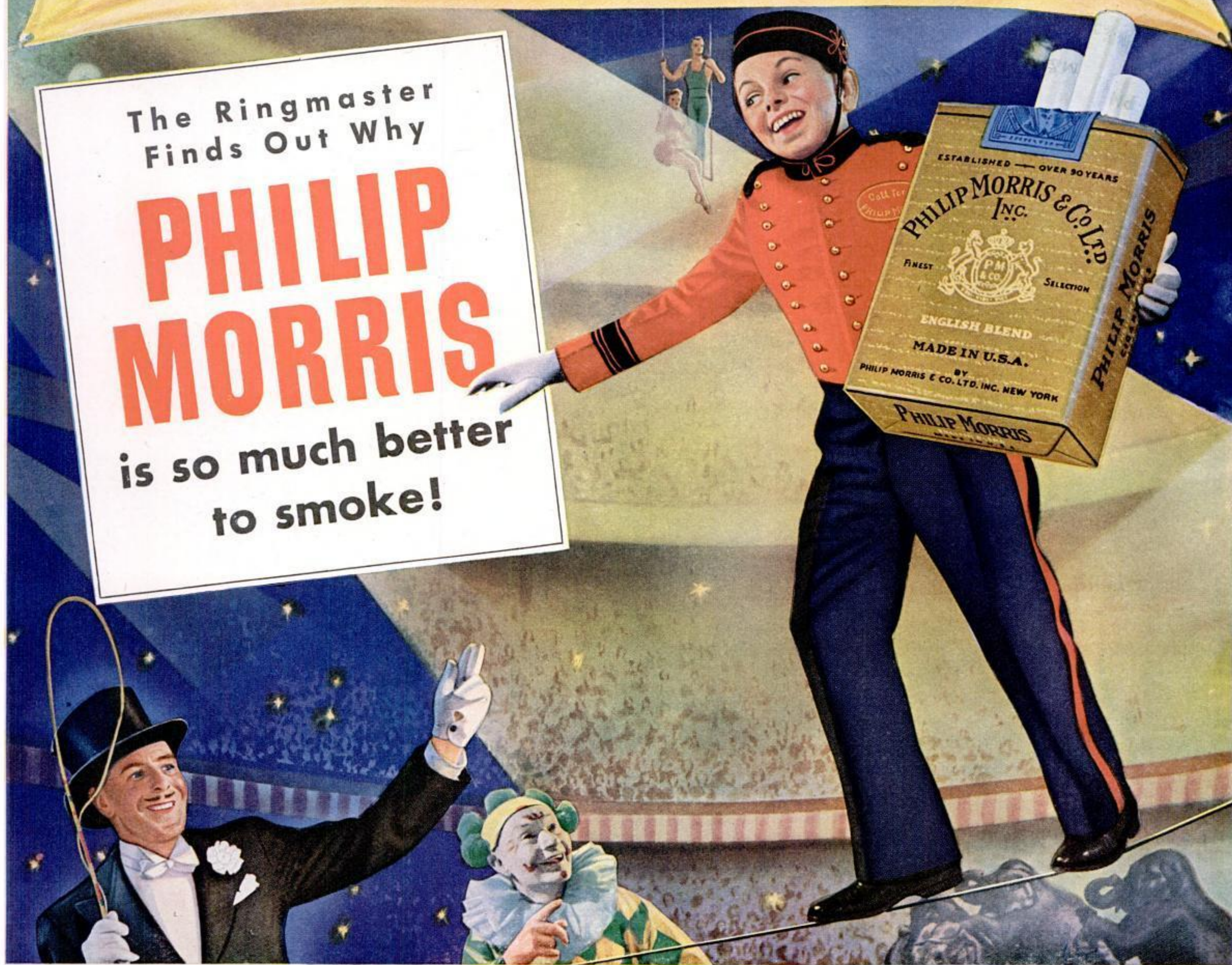
VETS' DOG FOOD

JOHNNY ON THE SPOT

The Ringmaster
Finds Out Why

PHILIP MORRIS

is so much better
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The Ringmaster thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS



When the Wind Blows—

He'll need slumber-clothes to cuddle him warm from his chin to his toes. He'll need Hanes Merrichild Sleepers!

Such soft, downy cotton—Hanesknit for warmth, flexible-knit for freedom and sleeping comfort—will protect him when he kicks off the covers on chill nights.

He'll sleep-wriggle (they all do!) but smooth, flat seams will lie soft against his skin. Snug cuffs will hug those dimpled wrists. The springy-knit body will conform to every movement.

Other fine features, too—double-soled feet for long wear—sturdy, overlapped shoulders, double-stitched for durability. Merrichild Sleepers are wonderful budget-buys—made by the makers of Hanes Underwear for men and boys. In petal-pink and little-boy-blue at your leading store. P. H. Hanes Knitting Co., Winston-Salem 1, North Carolina.



One-piece gripper-front, ages 4 to 6, \$1.59. Knit cuffs at ankles on age 8, \$1.95.



One-piece gripper-back, ages 0 to 3, \$1.59.



Two-piece suits, ages 0 to 4, \$1.59. With extra pants, a three-piece combination, at \$2.39, gives baby more sleeper changes, makes less laundry for Mother.

FOR SCHOOL! FOR PLAY!
FOR DRESS!



He'll love these sun-and-suds-fast Hanesknit cotton shirts. Many colorful combinations. Sturdy-stitched for long wear. You'll like the values at \$1.00 for short sleeves, ages 2 to 6; \$1.25, ages 8 to 14. Long sleeves slightly more.



THE LABEL OF QUALITY KNITTING

Merrichild Sleepers



VICTORIAN FULLNESS, keynote of new styles, transfers attention from figure flaws to opulence of big corduroy skirts, blouses.



FOUR-SQUARE-YARD FELT SKIRTS BY TONI OWEN LOOK AT HOME IN ROCOCO DOORWAY

Gibson Girl Clothes

THEY ACCENT HIPS AND SWEETNESS

When college girls go back to school this fall the full hips, tiny waist and lavender-scented femininity of their grandmothers will be back in fashion. Jeans and short, plain dresses are gone, along with the warborn feminine attitude of earnestness and the shortage of campus males. Designers intend to put the girls back on the pedestal they occupied in the 1890s when Artist Charles Dana Gibson made his regal Gibson Girl the stimulus for every male heartbeat and the toast of every college town.

In the new clothes long, full skirts, padded

hips and demure, ruffled blouses are supposed to carry an air of mystery and at the same time indicate ladylike submissiveness. They also demand an upright posture and grace of movement. The total effect is calculated to be one of assailable modesty—offering little at first but promising ample rewards for persistence.

How well these Victorian-looking styles will be accepted by modern college girls remains to be seen. To show these styles in harmonious surroundings LIFE photographed them at Saratoga, N.Y., a fashionable resort of the 1890s.



TIGHT WAISTS and long, voluminous skirts give hourglass look to girls in locker room of Skidmore College's biology lab. Black ties set off loose, bosomy blouses. Girl second from left wears 1920-style middie blouse and big hair bow.



A NOSTALGIC TEA GOWN in a handsome Victorian parlor at Saratoga recalls the gracious life of the 1890s. This purple velveteen dress has an off-the-shoulder neckline and a flowing scalloped skirt.



SHORT DANCE DRESSES by Ceil Chapman have tight, removable jackets. Full skirts, tight waists center interest on well-rounded hips. Dress at left is green velveteen. Dress at right is blond satin.

CONTINUED ON PAGE 119

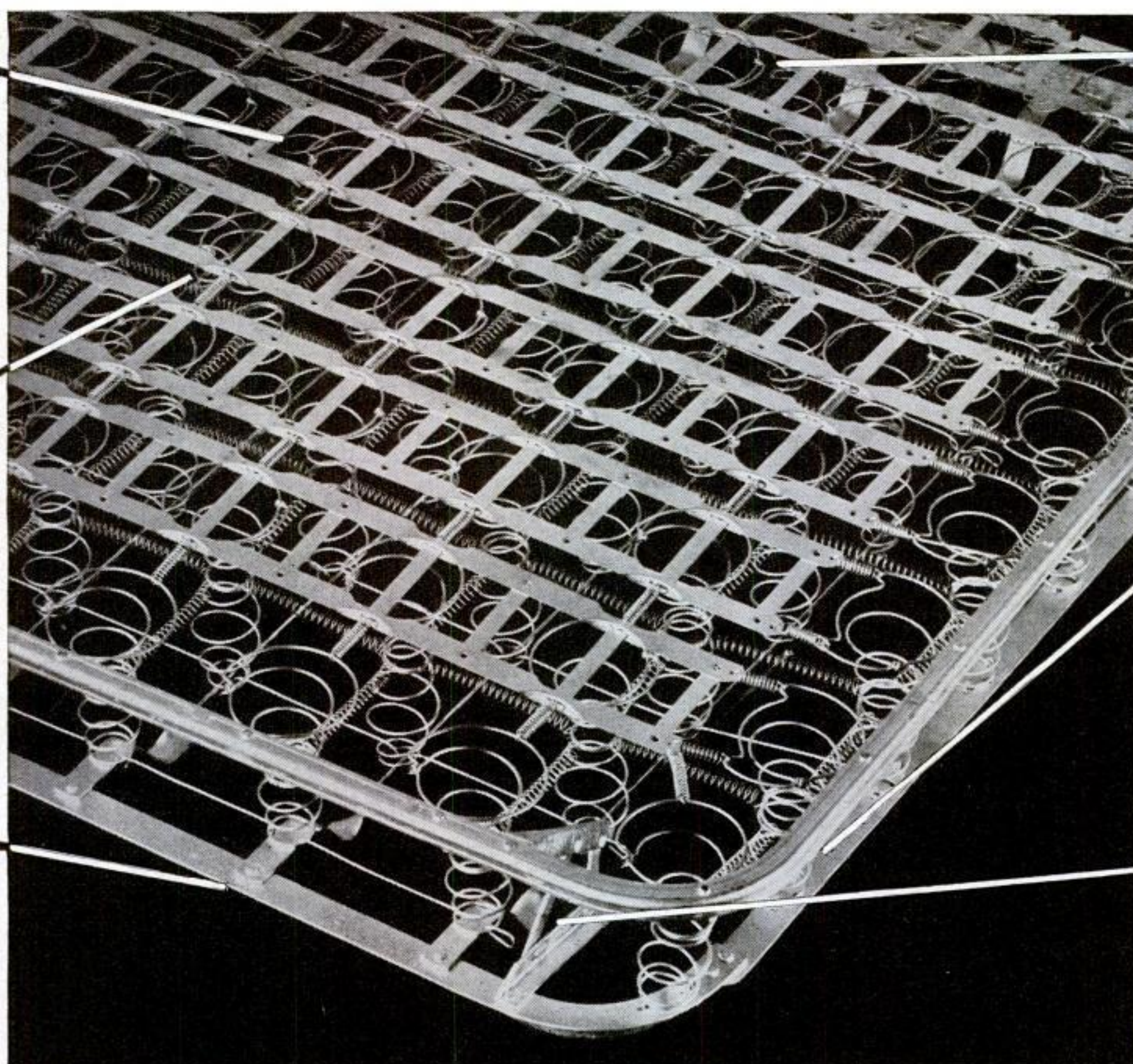
Uncomfortable? Don't blame your mattress! Maybe you need a NEW SPRING!

Surveys prove that more than half of the bedsprings in use today are *old-fashioned or uncomfortable!* Now's the time to replace them with the famous ACE Spring* made by Simmons — the modern bedspring that adds *extra comfort, extra life* to your mattress!

1. See how new "lattice" platform (instead of old-fashioned, *uncovered* open springs) gives *firm support* for any type of mattress!

2. Notice—each "lattice" row is *flexibly connected* to next row by special springs. Thus, ACE platform offers you more *independent action* than *rigidly joined* platforms of other bedsprings.

3. Note smooth angle frame to keep springs in perfect alignment—no sagging!



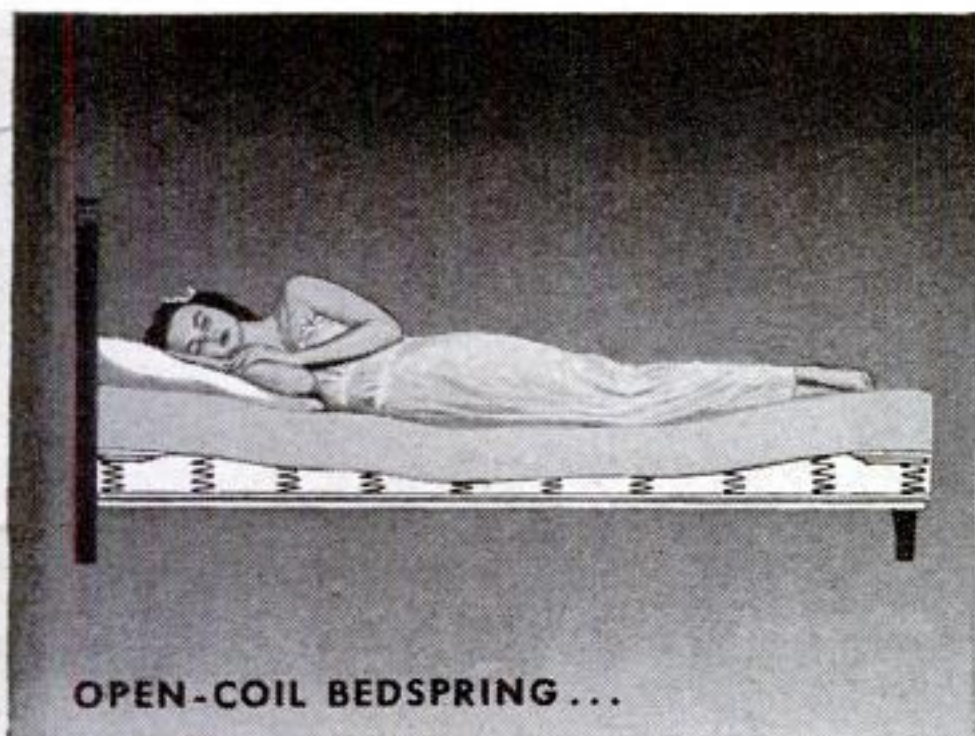
4. These 99, deep, double-deck coil springs are designed especially for your modern inner-spring mattress . . . give it *controlled resiliency* . . . make it seem even more heavenly restful!

5. Look! Round corners prevent tearing of your bed clothes.

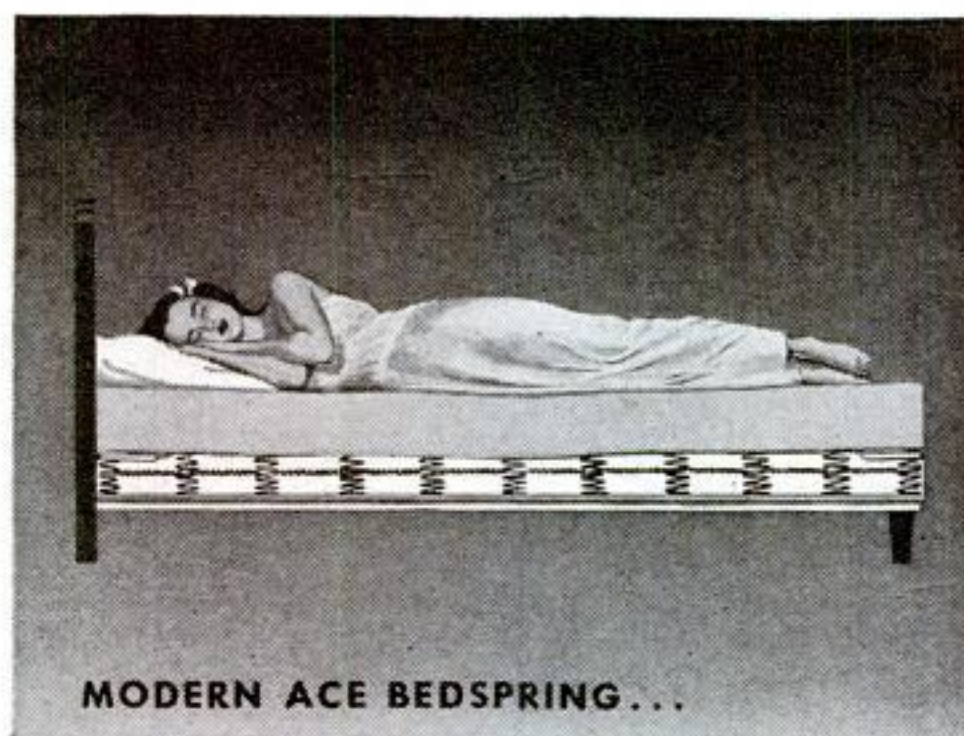
6. Two corner stabilizers eliminate "side sway" and help maintain true mattress balance.

What kind of a bedspring is under *your* mattress? Is it already obsolete? Is it as scientifically designed for sleeping comfort as the ACE? Only an

ACE gives you all the six important features shown above! See it at your local furniture or department store today.



OPEN-COIL BEDSPRING . . .



MODERN ACE BEDSPRING . . .



Above, notice how old-fashioned open-coil bedsprings, which lack platform support, often allow mattresses to sag. This sagging soon *distorts* inner-spring mattresses, *wears them out!*



Left, see how metal cross pieces, run in *both* directions, cover separate coils of the ACE. These provide a *firm yet resilient, flexible* platform for your mattress . . . make it *more comfortable!*

FOR EXTRA COMFORT, GET AN

ACE SPRING

MADE BY **SIMMONS**

\$24⁵⁰

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Preferred for mellow moments

Hamm's is made for mellow moments. To these minutes of contentment it brings refreshing flavor—smooth and mellow. Millions have preferred this beer for more than 82 years. Now you, too, can choose it for your own enjoyment.

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Hamm's
Smooth and
Mellow Beer



INVERNESS RAIN CAPE by Claire McCardell is royal-blue cotton lined with a bright tartan. Shoes are Capezio gillies, a type of soft, tongueless slipper which is replacing the moccasin and saddle shoe.



NEW TAILORED SUITS appear less extreme than other new fashions. They do, however, have padded hips and skirts are longer and fuller than they have been for many years. Hats are Betmar bowlers.



A girl certainly needs more than one kind of stocking, doesn't she? Now me, I wear my tailored-seam Wunderhose

for everyday wear, my seam-free for sports. And the full-fashioned Wunderhose I save for when I step out. There's a Wunderhose stocking for all occasions, and for everybody, including a special slim-leg style for the thinner leg. And Wunderhose anklets in favorite colors are tops with the younger crowd, too.



Wunderhose

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EVERWEAR and ARROWHEAD
RICHMOND HOSIERY MILLS, ROSSVILLE, GA.

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is standard equipment on 9 out of 10 new cars!

... if your lighter's lost or stolen replace it with another safe Casco "pop-out" knob and element unit for **\$1.50**

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Yes, now you can get genuine Casco replacement parts—the same safe Casco that manufacturers originally specify in 9 out of 10 new cars. At auto supply stores, service stations and garages wherever you go.

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in

Quali-Craft

(Trade mark reg.)

shoes

Here are the smartest styles for fall!

Yes, your size in beautiful Quali-Craft shoes is at every Baker's and Leed's shoe store listed below! 3 to 10, AAA to C. Peak styles, genuine leathers, superb quality. Best of all is the value you get from America's Largest Retailers of Women's Shoes.

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and
LEED'S
shoe stores
Coast to Coast



Brown or Black Suede
\$5.99



Jet Black Suede
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Black Suede with
Draped Vamp
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Black Suede with
Sabot Strap
\$6.95



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BUTTON-CONCEALED FLY-SLEEVES

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WIDE-STANCE SKIRT

Serbin

Serbin teams up neat-as-a-pin tailoring with Crosstown rayon gabardine! Built-in crease resistance. Designed for free-and-easy action . . . and lots of eye attraction!

Red, aqua, green, leather. Sizes 10 to 44.

At better stores everywhere. For the store nearest you . . . write Serbin, Inc.

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\$10⁹⁵



IN CROSSTOWN  A ROSEWOOD FABRIC



RIDING BEFORE A LIVELY BREEZE HALFWAY BETWEEN LOS ANGELES AND HONOLULU, THE 98-FOOT "MORNING STAR" PLUNGES WESTWARD THROUGH THE PACIFIC

Life Goes on an Ocean Yacht Race

Transpacific voyage of the "Morning Star" is a 2,225-mile battle against time, danger and seasickness

Ocean yacht-racing is the 20th Century's last link with an era when fast American sailing clipper ships dominated the world's seagoing commerce. It was hard work then and it is hard work now. Like the crews who manned the clippers, ocean-racing crews are on the jump 24 hours a day, hoisting sail until gales start to tear it apart, shortening

sail and hoisting it again at every change in the wind. Yet because fighting the sea is one of man's most elemental challenges, sportsmen spend millions of dollars and manhours thrashing across the ocean with complete disregard for weather, danger and even seasickness.

The most important ocean race in the world to-

day is a biennial transpacific one from San Pedro Harbor (Los Angeles) to Honolulu, a distance of 2,225 miles. Thirty-four yachts were entered in this race last month. Among the 33 to reach Hawaii was the schooner *Morning Star*, whose crew included a LIFE photographer. For his photographic log of the perils of ocean racing, turn the page.



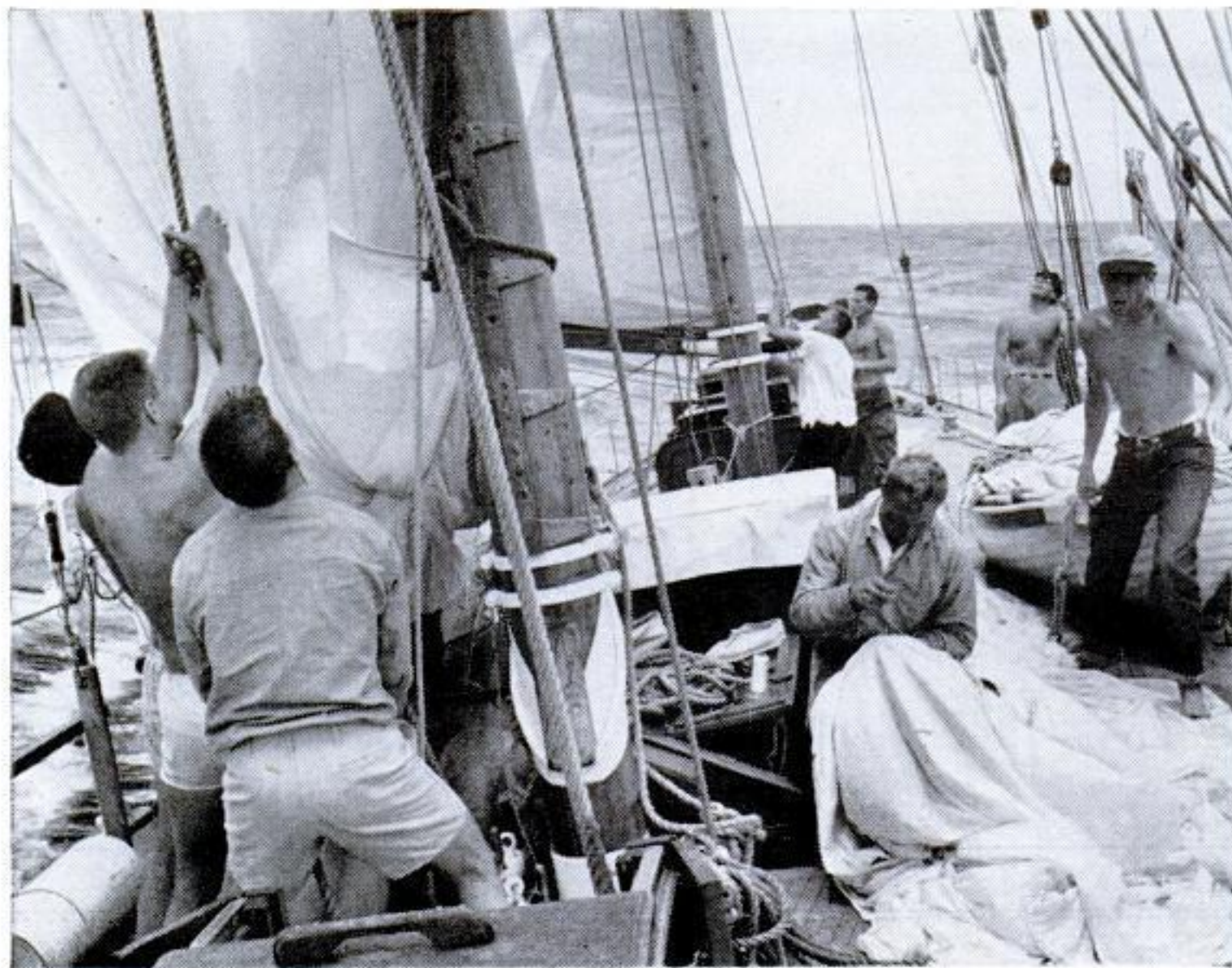
TROUBLES BEGIN for the *Morning Star* on first day out. A fouled spinnaker fails to unfurl properly and has to be loosened by Bill Rheem (background), who has catwalked to a precarious position out on the bowsprit. He is son of boat's skipper (below, left).



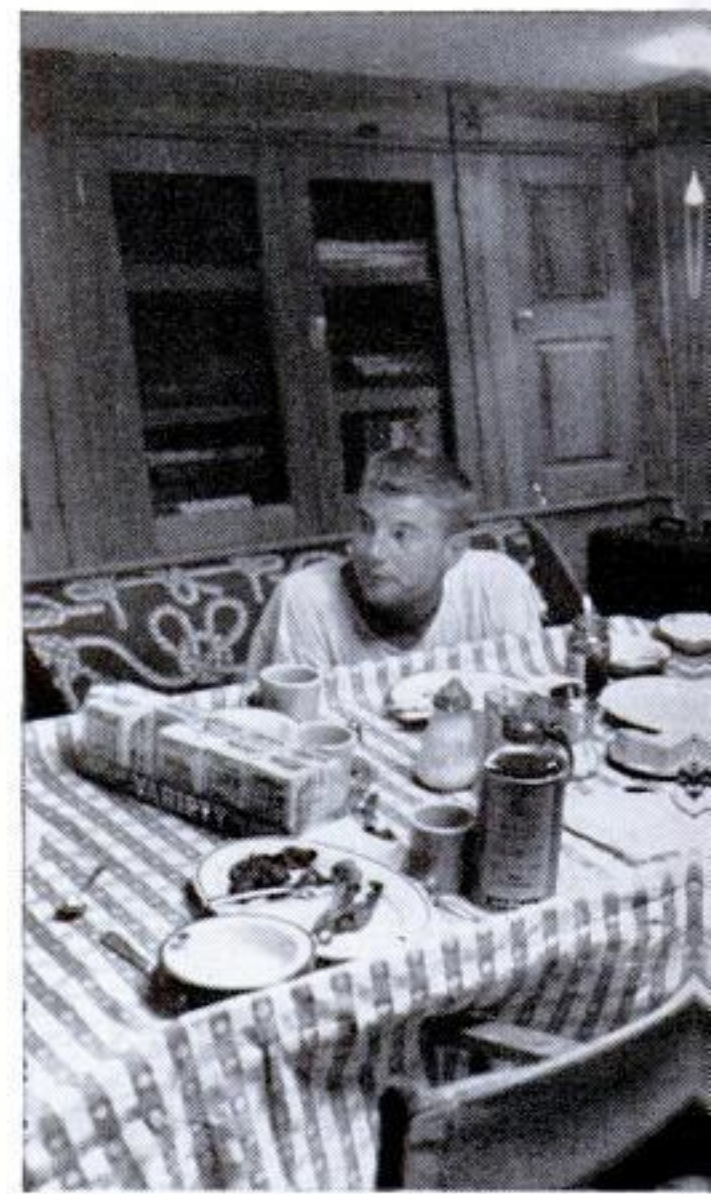
ON THE PITCHING DECK in a heavy sea Crewman Gordon Martin (right) hauls away to lower the genoa jib ("jenny") which is being used as a temporary spinnaker. The *Morning Star* took two spinnakers but both were soon damaged in rough weather and



MILLIONAIRE OWNER Richard Rheem of San Francisco rushes on deck in underwear when \$2,500 spinnaker is blown apart.



HOISTING SAIL, crew of *Morning Star* works frantically to take advantage of fresh breeze and make up lost time. At right Lou Nelson is mending sail which has been split and lowered to the deck. Crew sewed more than 500 feet of sail by hand during voyage.



BREAKFAST in main stateroom follows sleepless night for Owner Rheem (center), Son Bill (right) and Gordon



had to be repaired. Twenty-six-mile gales were encountered during first three days of the voyage. Every crew in the race had seasickness and one boat dropped out. Cook of another boat got so sick he jumped overboard and was picked up by a fishing smack.

UP THE MAINMAST, 105 feet above *Morning Star's* deck, goes Crewman Lou Nelson to repair a jammed block. As yacht rolls, the top of the mast swings around in a 60-foot arc like a pendulum. Woolly rope ("chafing gear") around rigging protects sails.



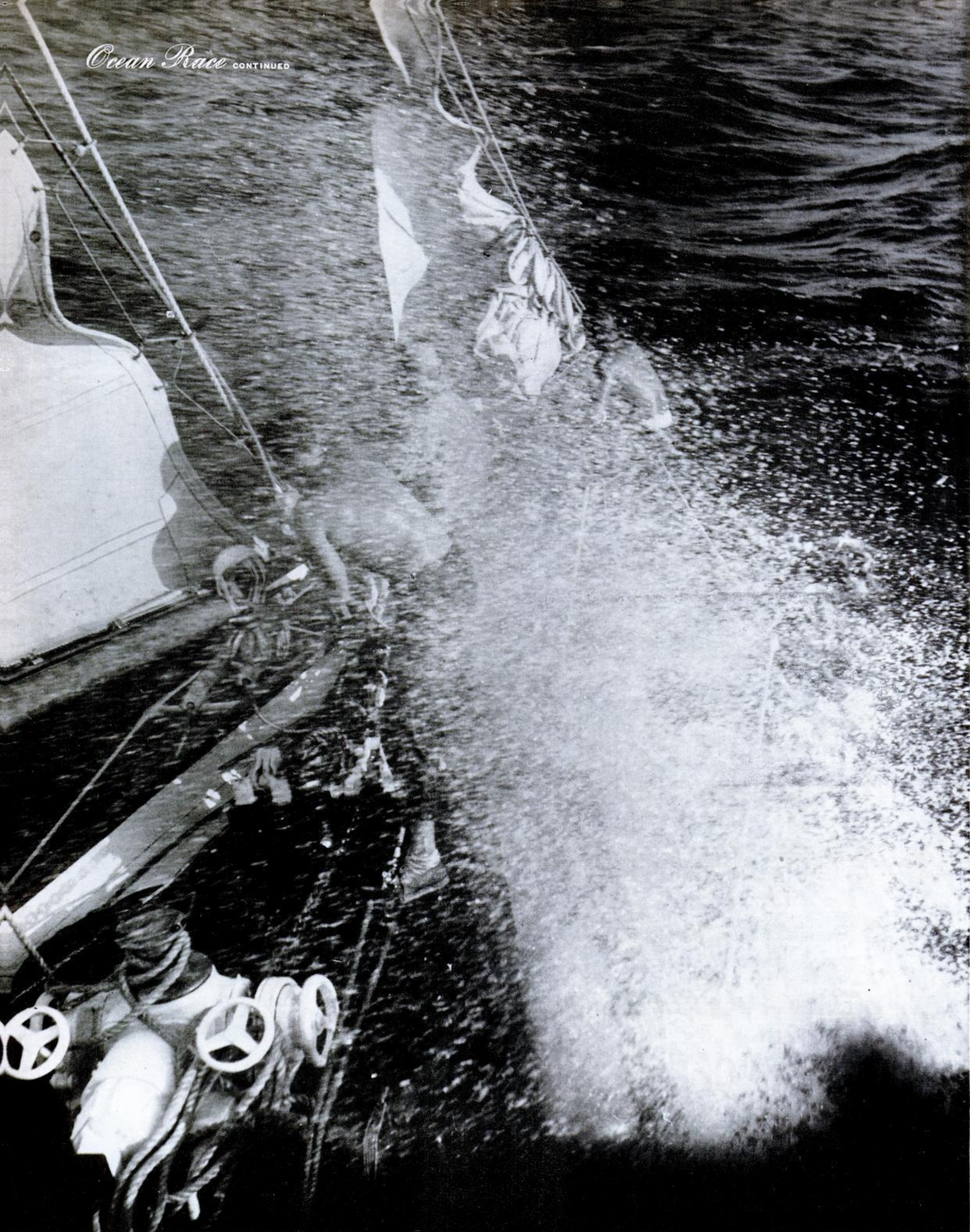
Martin. Table has counterbalance to keep it horizontal, also sideboards to prevent the dishes from sliding off.



THE CREW includes five professionals. The rest are amateur yachtsmen who volunteered for the voyage. Owner Rheem (standing, extreme right) once was radioman on a merchant vessel. He made his fortune manufacturing steel oil drums, heating equipment.



TIRED NAVIGATOR Dick Warner catnaps on a folded sail. He was most worried man on the boat, but his calculations were perfect.



WITH THREE MEN ON THE BOWSPRIT the *Morning Star* plunges through a huge wave. The men are bringing in a torn jib (*background*). All three hung on, but if

they had been washed overboard in such a sea it would have been impossible to save them. Twelve men have lost their lives in the history of ocean racing in the U.S.

[CONTINUED ON PAGE 125](#)

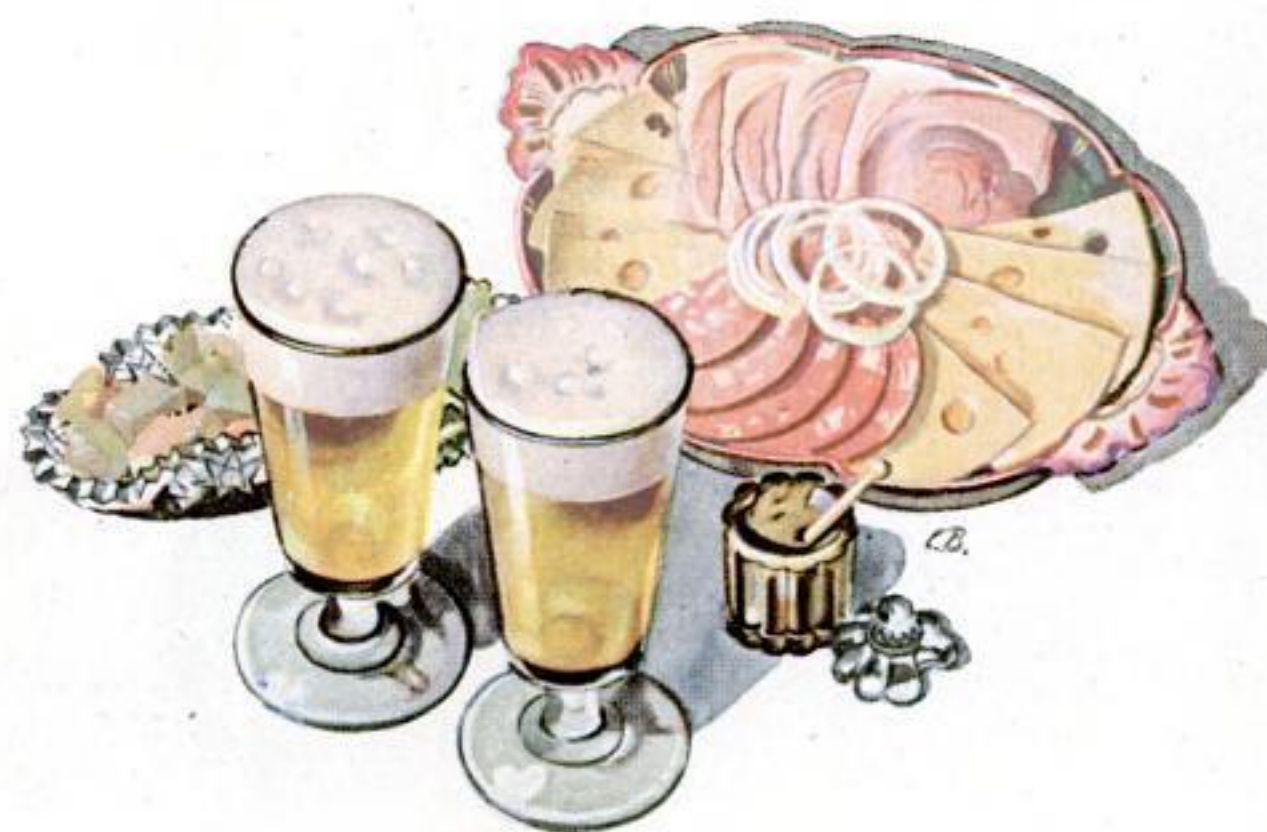


"HORSESHOE PITCHING" by John Falter. Number 7 in the series, "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION



CAUGHT LOTS OF FISH. CAUGHT PLENTY SUN.

CAUGHT SHORT OF CASH. PLEASE WIRE \$20=

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"Isn't there someone who would like to hear from you today?"



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A SQUALL looms ahead. Because *Morning Star* hit a lot of bad weather, lost sail heavily she placed 21st. The winner was Actor Frank Morgan's *Dolphin II*.



ALL SAILS SET, the *Morning Star* loafs through a calm. The yacht carries 10,000 square feet of sail, can sail 13½ knots and is valued at \$150,000.



What's just right for thirst?
 RED ROCK COLA—the quality cola
 that rates first-for-flavor with more
 and more people every day.
 Look for RED ROCK
...it's not too sweet
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it's right...just right



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this
toothbrush
helps you
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bent like a dentist's mirror
to reach more places



MISCELLANY



UNPAINTED BARN loomed white and empty. Here Marietta art students are making sketches of mural subjects they proposed as decoration for the barn.

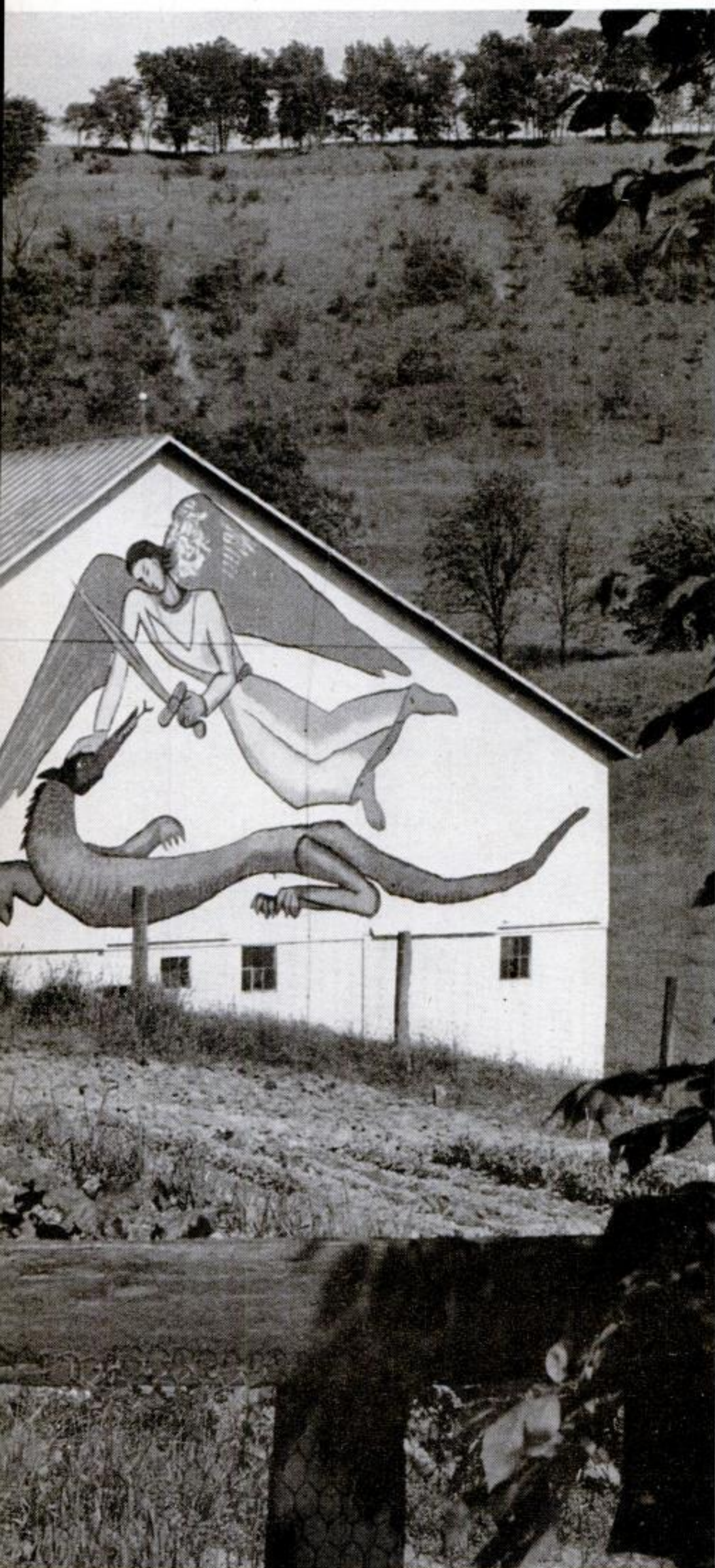


PAINTED BARN shows Archangel Michael casting out "that old serpent, called the Devil. . . ." It is a true reproduction of Artist Epping's medieval-styled

BARN MURAL

Students help a professor decorate his barn with a painting of an archangel and a dragon

Fifty-three-year-old Professor Fritz Marti had a big white barn on his farm near Lower Salem, Ohio. Marti, who teaches at Marietta College, felt it was a shame to waste all that white space and decided to decorate it with a biblical mural. He got a friend, Artist Franc Epping of Lenox, Mass., to paint a sketch. Then, to get the mural painted on the 45x50-foot surface, he enlisted 40 art students from Marietta. They did the job in six hours flat. Now, on the side of the barn, plainly visible to motorists on Ohio's Route 145, the Archangel Michael, from the book of Revelation, engages the dragon, Satan, in victorious battle.



original. Artist gave Bible's seven-headed dragon only one head and had to make Michael left-handed to compose the painting properly on barn's surface.

CONTINUED ON NEXT PAGE

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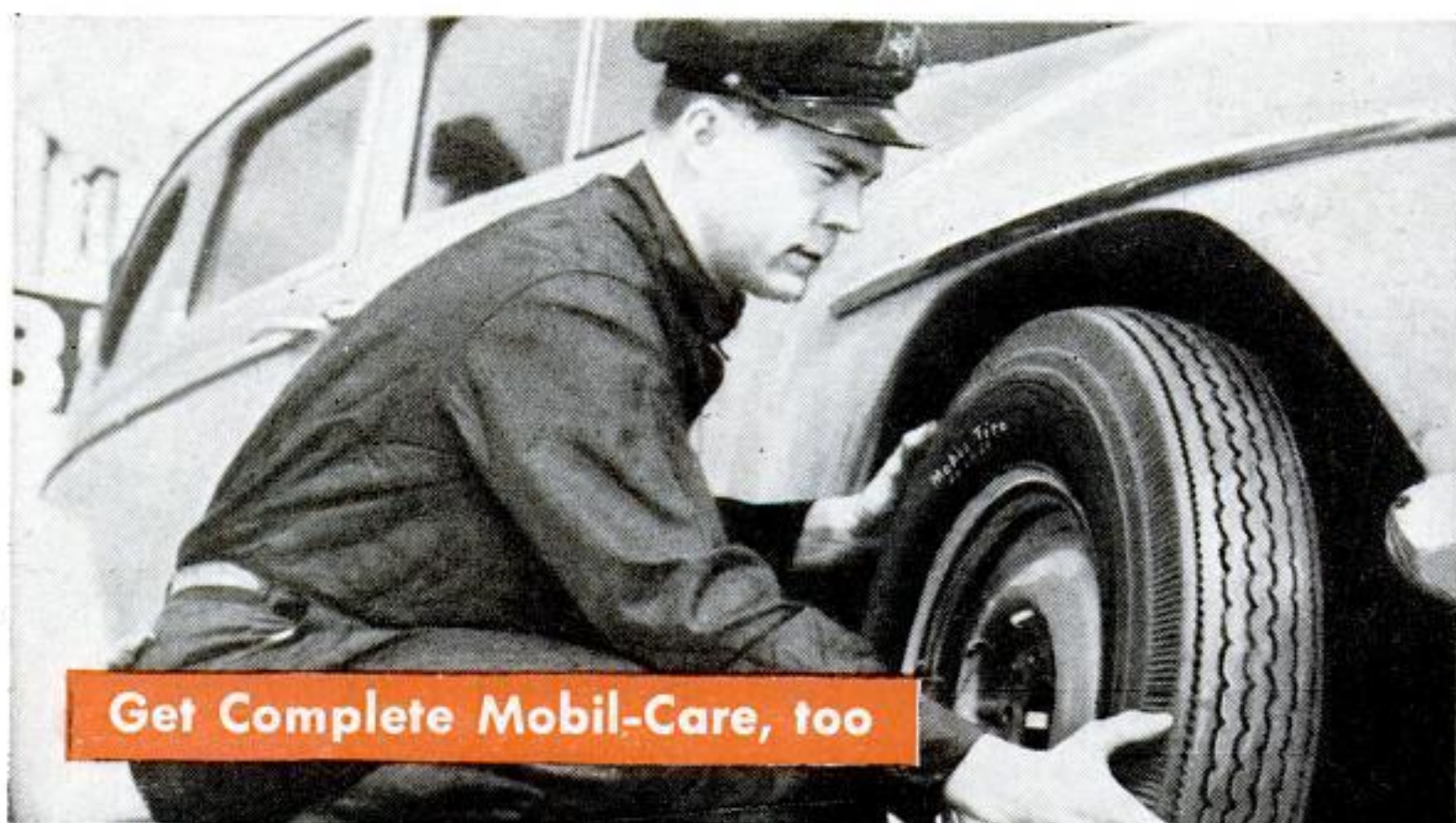
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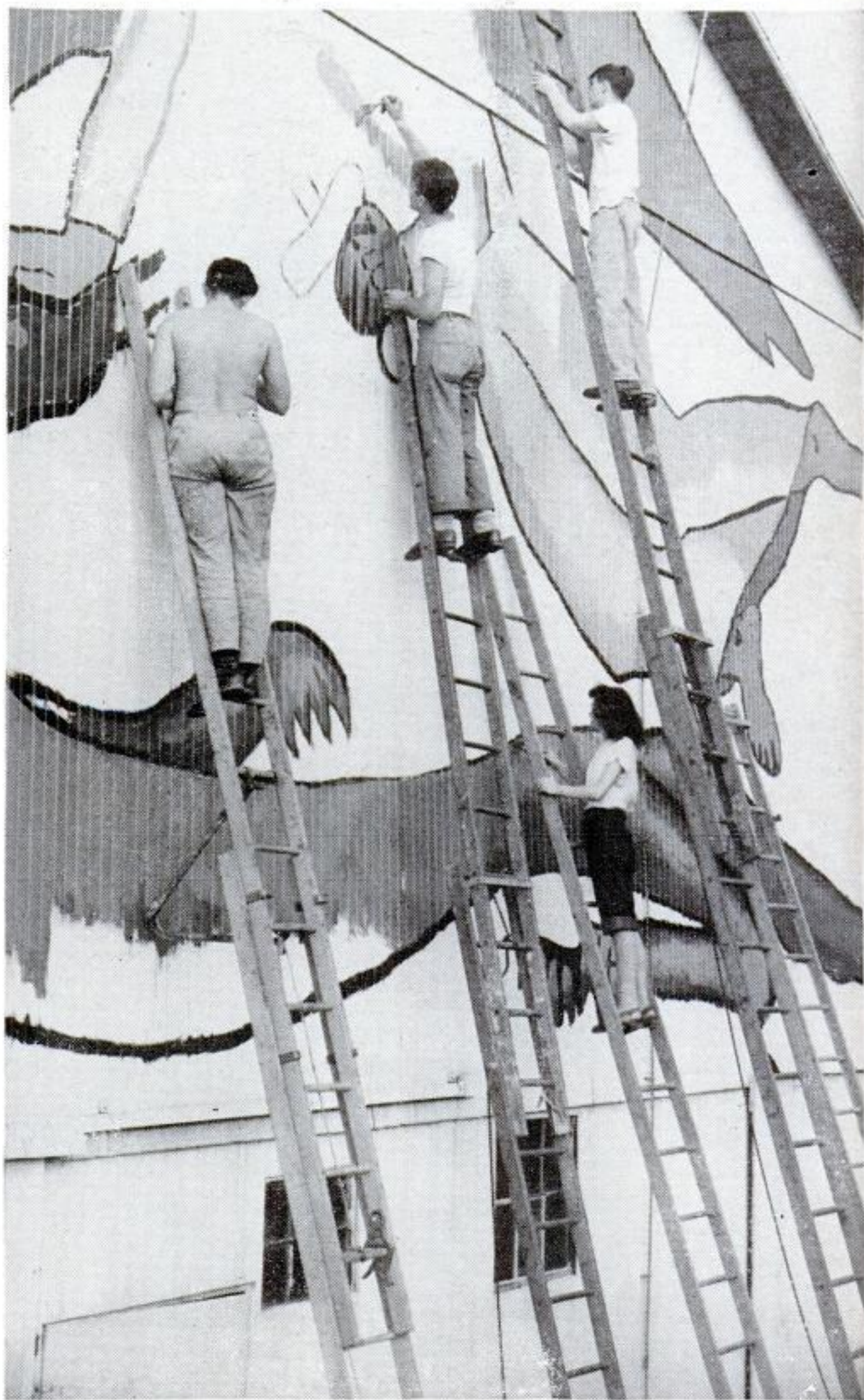


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Barn Mural CONTINUED



PROJECTION OF PAINTING was thrown on the side of Professor Marti's barn by lantern slide at night, then outlined so students could paint to scale.

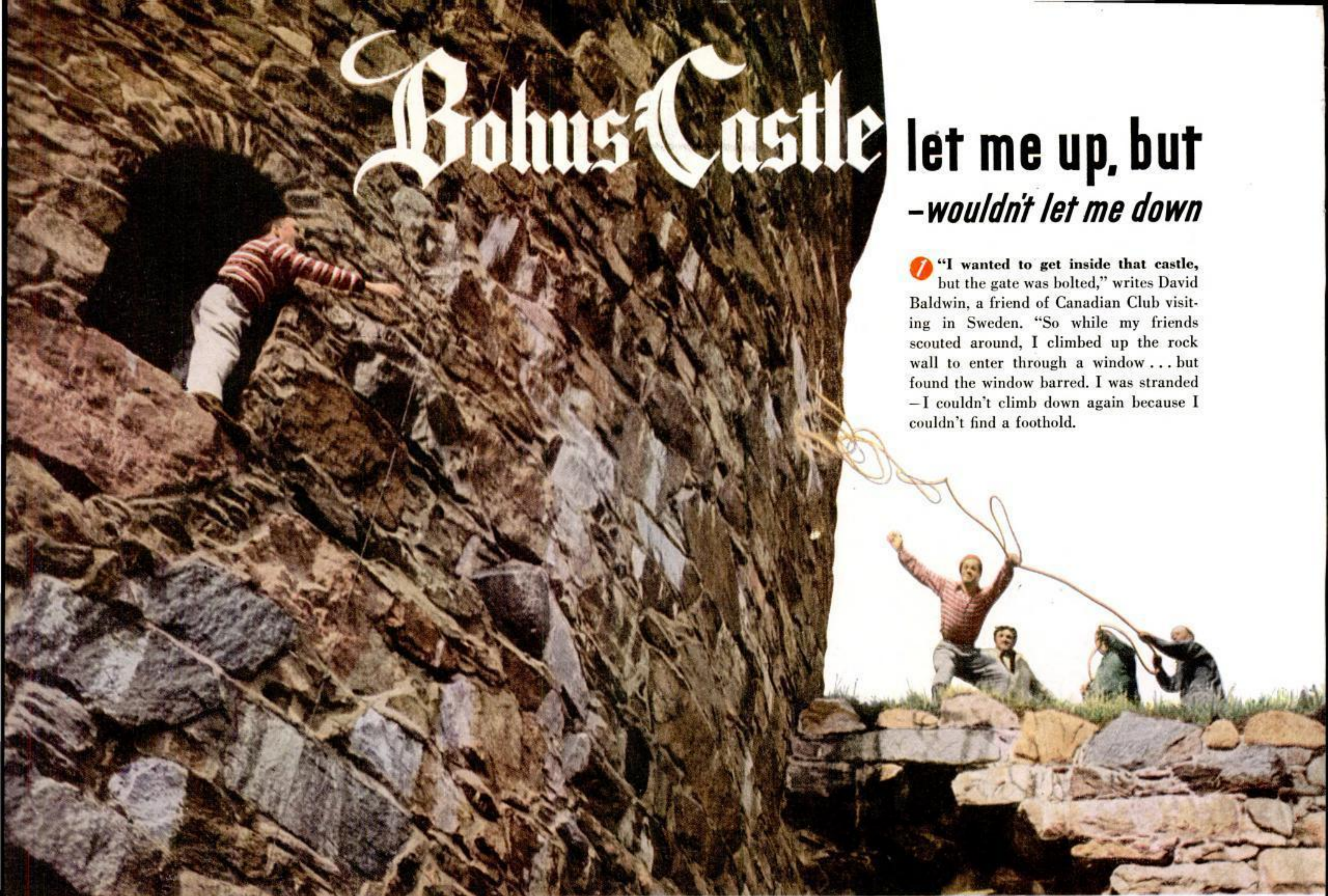


ON TALL STEPLADDERS Marietta's hard-working students slap earth-red paint on the scaly dragon's body and give the Archangel Michael silver wings.

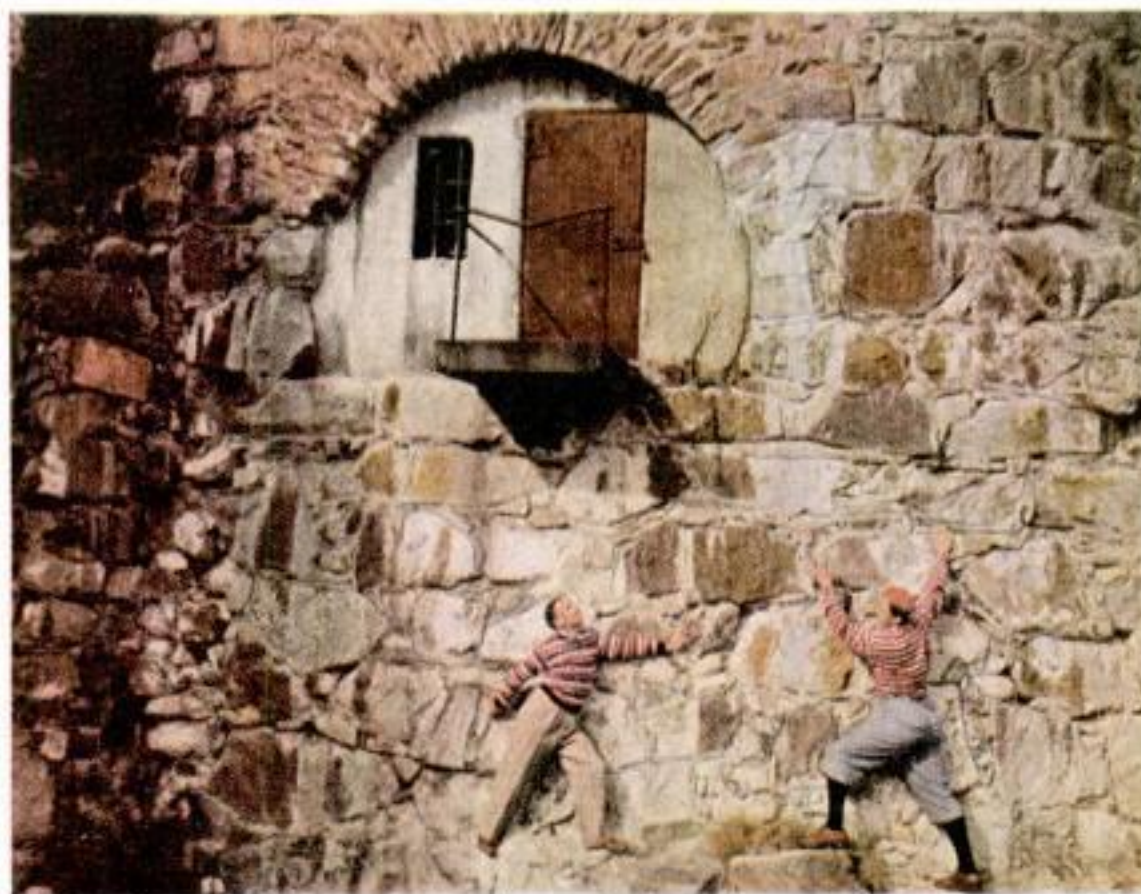
Bohus Castle

let me up, but
—wouldn't let me down

1 "I wanted to get inside that castle, but the gate was bolted," writes David Baldwin, a friend of Canadian Club visiting in Sweden. "So while my friends scouted around, I climbed up the rock wall to enter through a window... but found the window barred. I was stranded—I couldn't climb down again because I couldn't find a foothold."



2 "Lusty shouts brought my friends on the run. From a nearby wall they threw me a rope. With the rope looped through the window bars for support, I managed to clamber down the rotting stones to the dried-up moat below. Then I was hauled up to safety."



3 "I decided to try again, in spite of my mishap. Judging by its aged exterior, the inside of the castle would be worth the trouble of forcing an entry. This time I succeeded. We reached another embrasure, found an unlocked door, and triumphantly entered the castle. It was worth the trouble!"



4 "More than 600 years old, Bohus Castle is one of Scandinavia's sturdiest fortresses. In the early days it was fought over by Norway, Sweden and Denmark. But the castle withstood fourteen assaults without ever being captured!"



5 "Worn out by our exploring, my friend and I returned to the courtyard for highballs made with Canadian Club Whisky. I've sampled dozens of drinks in the many lands I've visited in search of fascinating bits of architecture—but none can compare with Canadian Club for distinctive flavor!"

6 "It spells enjoyment in any language," write travelers who tell of finding Canadian Club in 87 lands. Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon. That's what made Canadian Club the largest-selling imported whisky in the United States.

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Home-town Club... Admission 5¢

In everybody's home town there's a familiar landmark that greets you at fountains everywhere—the bright red Coca-Cola dispenser inviting you to enjoy *the pause that refreshes* with ice-cold Coke. Sparkling refreshment served in a jiffy. *Have a Coke* is the ever-

welcome bid to a refreshing moment at everybody's club—the neighborhood fountain.

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